

Interim Supplement to

SURVEY OF BUYING POWER

★

1943 Estimates by sections, states, counties, cities

★

Population • Retail Sales • Effective Buying Income

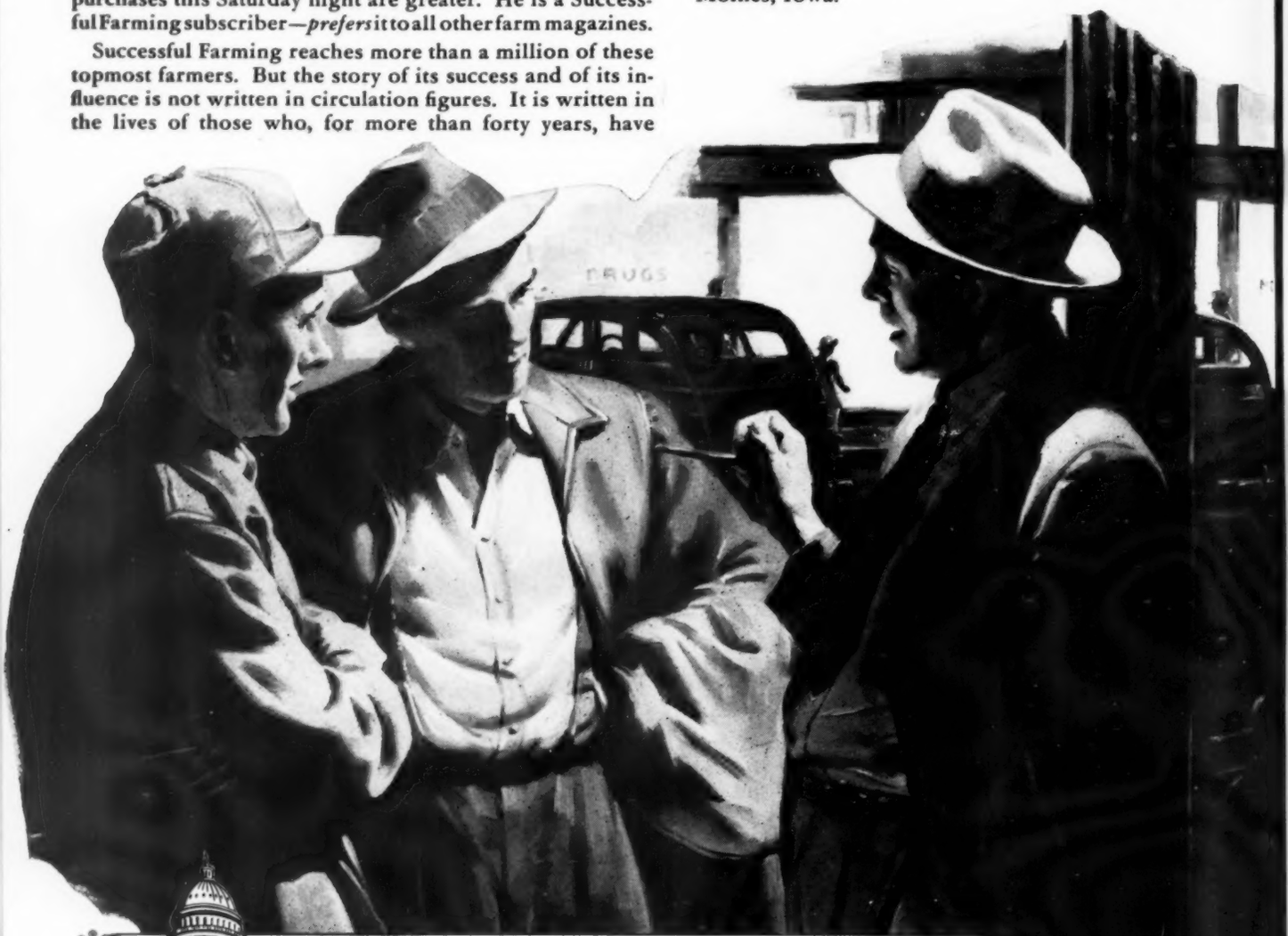
... there are differences in farmers ...

the best farm families prefer Successful Farming

SATURDAY night in town—weekly climax to active days of battling wind and sun and rain—you'll find farmers clustered together talking shop. Usually a single individual leads the discussion. His opinion and his experience weigh most in the conversation.

He is one of America's topmost farmers. His cream check is always larger . . . his cattle fatter . . . his home more modern and better kept than those of his neighbors . . . his purchases this Saturday night are greater. He is a Successful Farming subscriber—*prefers* it to all other farm magazines.

Successful Farming reaches more than a million of these topmost farmers. But the story of its success and of its influence is not written in circulation figures. It is written in the lives of those who, for more than forty years, have looked to it for sound advice and counsel. It is impressed on the minds of thousands of farm families who, each month, await its coming with welcoming eagerness. It is carried in the hearts of the farm men and women whom it has helped to success in their chosen occupations. That is why Successful Farming is *preferred,* in the Heart, to any other farm magazine. That is why Successful Farming is a *great* farm magazine. Meredith Publishing Company, Des Moines, Iowa.





differences ... *revealed by a special tabulation by the*

U.S. BUREAU of the CENSUS

Number of Tractors Operated (Per 1000 Farms)

SUCCESSFUL FARMING Subscribers	569
Neighbors (Non-subscribers)	458
Heart States plus N. Y. & Pa.	436
Other 33 States	124

SIGNIFICANCE:

... Successful Farming Subscribers are BEST ... in their COMMUNITIES ... REGION ... NATION

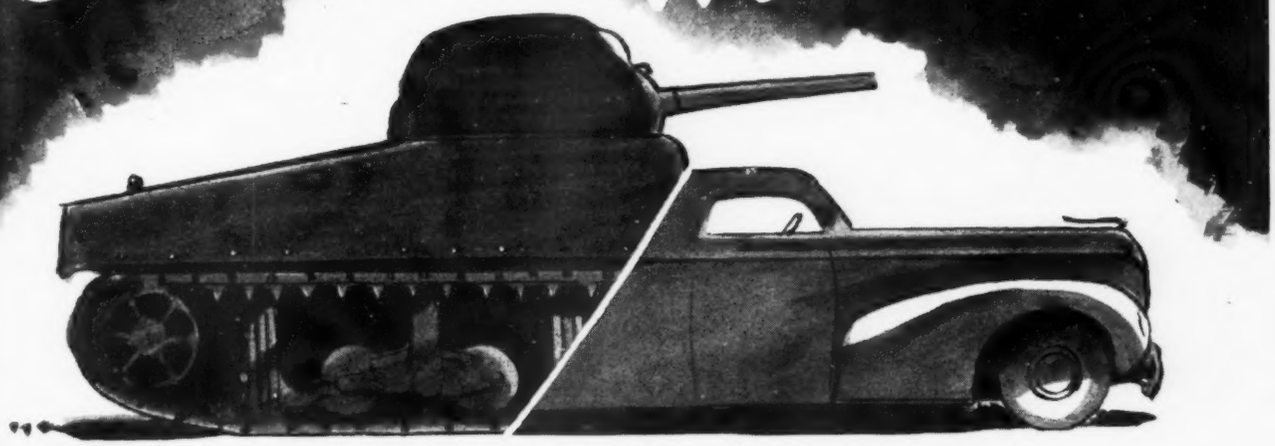
NOTE: Ask Successful Farming salesmen to show you proof of reader preference as revealed by Ross-Federal Studies.



Successful Farming

The Magazine that Serves the Farm Leaders of the Nation

DETROIT . . WORKER OF *Conversion Miracles*



FROM AUTOMOBILES TO TANKS . . .

AND BACK TO A WAITING POST-WAR AUTOMOBILE MARKET VALUED AT

9 Billion Dollars

DETROIT'S power in its role of the Arsenal of Democracy has been well demonstrated. Its conversion from peace time production to war production was an overnight miracle that made the Axis gasp. Detroit's next great role will come in the months immediately following the war's ending. For Detroit will be called upon to work another quick-change miracle. Tank and plane and gun production will melt into new automobile production lines set up to meet an estimated POST WAR MARKET OF NINE BILLION DOLLARS WORTH OF MOTOR CARS. . . . In war Detroit is a great market. In peace it will be as good or better. It is capably served by three great newspapers. The Free Press is its ONLY morning newspaper covering 385,000 homes between 8 o'clock in the evening and 10 o'clock the next morning.

The Detroit Free Press

STORY, BROOKS & FINLEY, Inc., *Natl. Representatives*



Bike-Riding Aircraft Workers

By using bicycles instead of hoofing it about their big Long Beach plant, workers at Douglas Aircraft Co. save man-hours and greatly speed delivery of parts, mail, blueprints, and messages. There are 359 Douglas-owned bicycles and 24 Army-owned bicycles in 24-hour service at the plant. Some of them run as much as 40 miles per 24-hour day, but average mileage per day is ten miles.

Douglas has an unusual method of keeping bicycles available for its personnel, and of allotting them for specific uses according to need. Those intended for Army use are painted red, and plant employes must not touch these. A certain number are painted orange, and these are reserved for the use of messengers and civilian employes who need bicycles often or for long periods and must have them instantly available. But there are large numbers of bicycles which are painted white, and these may be used by any employes who have permission to be on the grounds. The system is for such a worker to ride the bicycle to his destination and put it in the parking rack, from which it may be taken by any other wroker who needs it. There are enough available, however, to supply the normal demand.

Most of the Douglas bicycles are Arnold Schwinn, New World and Ace models. There are fifty Monarch Silver Kings. The plant also owns two Schwinn cycle-trucks, which can carry 500-pound loads in a big basket mounted over the small front wheel.

About half the bicycle riding at the plant is done by girls and women, many of whom had to learn after they joined the Douglas staff. They were taught by Floyd Belote, who has charge of the plant's bicycle maintenance department. Before he came to Douglas, he had had thirty-five years of experience in the bicycle business at Long Beach, Calif., Lincoln, Neb., and Cedar Rapids, Iowa. He repairs an average of fifteen punctures a day, most of them being caused by steel shavings. Sometimes he has to patch up a front wheel busted in a night smash-up. Once he restored a bicycle which had been left lying in the path of a taxiing Flying Fortress.

J. B. Messick, plant representative of Douglas' Industrial and Public Relations Division, believes that bicycles have played an important part in raising the efficiency of the Long Beach plant. For every 100 employes required there in building Flying Fortresses in June, 1942, only 21 were required to do the same amount of work in June, 1943. "Saving man-hours by use of bicycles was a vital part of that speed-up in production," Mr. Messick told SALES MANAGEMENT. He also gave us some statistics: Since the average mileage per bike is 10 miles per day, or 3,730 miles per day for the whole bike brigade, a total of 1,357,720 bicycle miles per year are traveled at the plant! The speed limit is ten miles per hour.

It comes as a bit of an anti-climax to learn that fliers off duty at the flight office enjoy riding bikes on trips to the plant cafeteria. Their excuse is that walking is too slow, but that bicycling gives them a chance to stretch their legs without that feeling of never getting anywhere.

Organ-izing a Band

One thing a public relations department has to sell, in wartime, is the spirit of the organization to itself.

For example, Al Jeannette works in Department 32 of the Consolidated Vultee Aircraft plant, Vultee Field, Calif. Al is a home workshop guy, and he was building for himself nothing less than a pipe organ.

One of his pals got interested. Al brought some of the pipes to the factory, and it was suggested that, with a dozen pipes, each blown by one player, a band could be *organ-ized*.

Al then wrote several simple melodies for the "walking organ." Having a dozen notes, he also went into harmony with some fancy chords. He became the leader, pointing with his baton to each player as he wanted a note, holding it until he pointed to another. The pipes were numbered. The melody is carried by Marg Davis, crouched in the center, with a "tonette," and the others play harmony.

A little too slow for "hot" music, but the repertoire includes "Pistol Packin' Mama."

Discovered by the public relations department's Cliff Lewis, the band was drafted for the Vultee War Bond drive, got inter-plant notice in the shop paper, the *Vultair*.

With this type of diversion, and news about it headlined, a production family feels its oats and responds to stimuli with spirit.



These organ-izers may not jive, but they do get hep enough for "Pistol Packin' Mama."

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PERMANENT ASSETS...



The Milwaukee industrial area has 1,936 manufacturing plants in 283 industries — so widely diversified that no one industry provides more than 10 per cent of the peacetime factory pay roll.

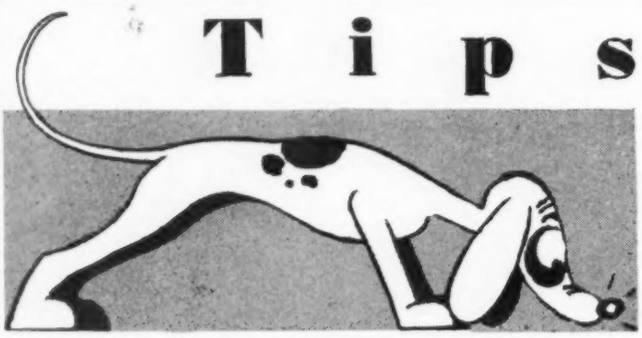


Wisconsin's 186,735 farms grossed over $560,000,000 in 1942 — with the average farm family receiving income from twenty products.

These are the diversified resources which give lasting value to investments for advertising any good product in The Milwaukee Journal.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

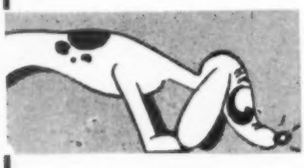


NEWARK-ESSEX COUNTY AMONG AMERICA'S TOP MARKETS

. . . Here are the high points from the study you hold:

11th	in 1943 population 857,900
11th	in retail sales $602,507,000
9th	in effective buying income $1,623,004,000
6th	in per capita buying income $1,892

. . . this is TOPS among the eleven largest markets!



The NEWARK EVENING NEWS

. . . the ONLY newspaper that gives you the family coverage you need to sell this market effectively

73%

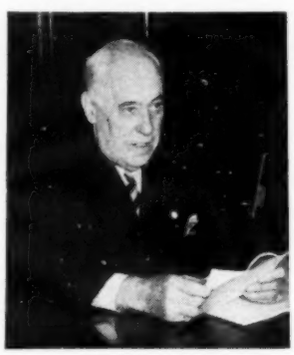
He Sells Employment to Women

Thomas H. Walker was selling automobiles "way back when." He was a star salesman, sales manager, and a successful dealer. They say that he averaged 335 sales a year for ten years or so. He was president of the Detroit Automobile Dealers' Association in 1936. But Tom Walker isn't selling automobiles these days. Instead, he is selling employment, and he uses much the same tactics as before.

It all came about this way. Detroit factories, turning out war products at a rate of a billion dollars' worth each month, needed many thousands of women workers and they were having a hard time getting them.

Then the management of the Hudson Motor Car Co. decided to get back to fundamentals. Advertising, to be successful, must be backed by sales effort. The time had come when they had to sell employment. They knew that innate timidity of the home woman was largely responsible for lagging applications. They could look out the office window and see some women walk up and down past the factory gate a time or two, then scuttle away. Others would get as far as the employment office door, then lose courage and beat a hasty retreat. The unfamiliarity of the scene, the vastness of the plant, the noise and apparent confusion frightened many who had never worked in a factory but would like to do so.

What was needed was an expert salesman who could sell employment to women. They surveyed the field and finally persuaded Mr. Walker to undertake the job.



White-haired Thomas Walker has been selling to women for forty years—he's confident that he can continue to do so.

Mr. Walker is a white-haired, kindly old gentleman. All is quiet and serene in his office. He has been selling to women for some forty years and he is confident that he can continue to do so. He hasn't any automobiles to sell to them now, but he does have something even more desirable and more valuable—profitable employment, a part in the war effort, interesting work and saving lives.

Instead of a shiny automobile, he has samples of riveting, drilling and burring work done by Hudson aircraft workers. But he uses the same tactics in selling. As he used to stress beauty, economy, safety, roominess, comfort, and pride of ownership, he now stresses the opportunity to prepare now to enjoy these later. He emphasizes the $42.64 weekly wage paid Hudson women while in training and the $55.14 they'll begin to draw as soon as they go on the production line. He shows them samples of the work done by Hudson women and says in his most convincing sales manner, "Now, you could do that, couldn't you?"

Finally, if the prospect still hesitates, he asks if she has a husband, son, brother, or boy-friend in the armed services, and he tells them that here is an opportunity to help make the planes which they may fly.



Millions of new dollars have been spent in recent years in remodelling and revamping the great transportation systems of land, sea and air serving the "New" New Orleans.

This huge investment in improved transportation facilities is but a small part of the rich stake that big national and international interests have in New Orleans.

Those who are thinking ahead to the post war future are cultivating this rich market. It is America's No. 1 Green Pasture.

Go South

WHERE THE POST-WAR FUTURE IS BEING BUILT TODAY

THE TIMES-PICAYUNE and NEW ORLEANS STATES

MORNING 149,213 EVENING 75,532 SUNDAY 247,215

Representatives: NOEE, ROTHENBURG & JANN, Inc.

NEW BEDFORD
★ MASSACHUSETTS ★
★

POPULATION
1940 Census 110,341
1942 Local Assessors' Check 115,057
UP
Sales Management's Estimate August 1, 1943—115,000

RETAIL SALES
UP
Sales Management's Estimate '43 $58,967,000
7.8% Increase Over 1942

BUYING INCOME
Sales Management's Estimate '43 $137,789,00
16% Increase Over 1942
UP

BANK DEPOSITS
UP
July 1943 $109,191,328
An Increase of 31% Over 1939

PAYROLLS
First 6 Months 1943 Over Same Period 1939
170% Increase, and 19% Ahead of 1942
UP

4th MARKET IN MASSACHUSETTS
OVER 208,000 PEOPLE
-- Circulation --
Daily Over 50,000 — 16c Line
Sunday Over 39,000—10c Line

NEW BEDFORD Standard-Times Daily and Sunday

Represented by Gilman, Nicoll & Ruthman

Sales Management

VOL. 52, NO. 23 NOVEMBER 10, 1943

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A BILL BROTHERS PUBLICATION

EDITORIAL STAFF: RAYMOND BILL, *Editor and Publisher;* PHILIP SALISBURY, *Executive Editor;* A. R. HAHN, *Managing Editor;* EDITH KINNEY, *Desk Editor;* RAY B. PRESCOTT, *Director of Research;* H. M. HOWARD, *Production Manager;* CHRISTOPHER A. ANDERSON, *Promotion Manager.* ASSOCIATE EDITORS: LAWRENCE M. HUGHES, LESTER B. COLBY, D. G. BAIRD, RUTH FYNE, FRANK WAGGONER, ALICE B. ECKE, LEWIS C. STONE.

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Significant Trends

As seen by an editor of SALES MANAGEMENT *for the twelve months ending September* 30, 1943

"Fantastic" Income Figures

A CALIFORNIA PUBLISHER wrote us the other day, "I'd *like* to believe your per-capita income figures for our city, but I just can't. Why our per-capita income of more than $1,500 means that the average per family income is nearly $5,000—and it just *can't* be true.

We don't blame him for his skepticism. A per-capita for the U.S.A. of $1,054 does sound fantastic, doesn't it? And yet there's no getting away from it. It's true.

There's no dispute about the approximate size of the national income paid out. Both our E.B.I. estimates and the income figures of the Department of Commerce show distribution for the 12 months ending September 30 in excess of $135 billion, and the Department's preliminary estimate for the 1943 calendar year is that the figure will be within the 142-146 range.

There's no dispute about the approximate size of the population either. The civil population is around 130 million.

Divide that into the income and you have more than a thousand dollars for every man, woman and child.

Of course it's an arithmetic average—and there are more people who have less than the thousand, than have more. No basic information is available, so far as I know, to permit an accurate estimate of *median* per-capita, but my hunch is that the median would not be far behind the arithmetic average. Back in 1936 when the per-family arithmetic average was approximately $2,000 the median was slightly under $1,400. Since that time the "submerged one-third" has forged ahead strongly, and the difference between the two averages is undoubtedly less.

I think our California friend, for example, is typical of many who see families as they *were*, not as they *are*. He thinks of certain heads of families as being on WPA just because they once were.

For example, I know a Connecticut family which had tough sledding during the depression. Frank, the father, was a plumber by trade, but for many years he took any job which was available. There were several years when the family income must have been under $1,200.

Today it's around $9,000 a year. Frank makes 90 bucks a week in a shipyard; a son, Joe, quit school in his junior year and makes about $50 in another war plant; a daughter who dropped out of school during the depression to add to the family income by acting as a nurse-maid at $7.50 a week now averages nearly $40 a week in the same plant with her brother.

Not typical? Oh no, not of all American families, but not unlike a good many million of them. From the relative point of view there are still many poor families, but not when measured against pre-war dollar standards.

They Can't Spend It All

FOR THE TWELVE MONTH PERIOD we are measuring in this issue, as compared with the 1942 calendar year, retail sales increased only 9.0% as against a 20.3% jump in Effective Buying Income.

Taxes are heavy, but far from back-breaking, merchandise is scarce, it's patriotic to buy War Bonds and to save in other ways. The combination of these factors has resulted in a $50,000,000,000 increase in individual savings since the war started.

But there's no certainty that people will spend those savings, or spend them on what you would like to have them spent on. Many people have learned to do without lots of things which seemed necessities in normal times; many are saying that they like the simpler life.

Some will doubtless continue to feel that way; others will jump at the chance to re-stock on old items they can't buy now and to buy the new dream models.

We believe that despite the pent-up demands and the immense reservoir of savings, there's going to be plenty of need for *selling* after the war. Many will have forgotten old loyalties, many will have changed their ideas on what sort of life—and the accompanying products and services—will give them the greatest happiness.

The Sectional Picture

AS COMPARED WITH 1942, population gains have occurred only in the South Atlantic, Mountain and Pacific states. Above-average retail sales gains were registered in those sections and both the West North and West South Central sections.

These five sections were likewise above average in Effective Buying Income increases, with the largest per-capita gains coming from the following ten states, in order: Nevada, District of Columbia, Kansas, Wyoming, Utah, Delaware, Connecticut, Nebraska, Michigan and Iowa.

By counties the ten leaders in per-capita gains were Sedgwick, Kan.; Douglas, Neb.; Salt Lake, Utah; Tulsa, Okla.; Polk, Iowa; Washington, D. C.; Jackson, Mo.; Oklahoma, Okla.; Jefferson, Ky.; New Castle, Del.

Cities leading in per-capita Effective Buying Income gains were Norfolk, Wichita, Oklahoma City, Omaha, Des Moines, Hartford, Salt Lake City, San Francisco, Little Rock, Kansas City, Mo., Washington, Toledo, San Diego.

Followed by Albany, N. Y., San Antonio, Dallas, Honolulu, Wilmington, Kansas City, Kan., St. Louis, Louisville, Richmond, Denver, Shreveport, Spokane, Waterbury.

PHILIP SALISBURY



T. J. McCarty, who formerly was district manager at Winston-Salem in the Greensboro, N. C. Region, Dodge Division, Chrysler Corp., has been appointed regional manager at Atlanta, Ga.



John P. Mansfield has been appointed regional manager at Kansas City, Dodge Division, Chrysler Corp. He formerly was regional manager in the Oklahoma City and Minneapolis Regions.

NEWS REEL



North A. Wright has been named assistant to G. P. MacNichol, Jr., vice-president in charge of sales, Libbey-Owens-Ford Glass Co., Toledo. Mr. Wright formerly was sales promotion manager.



Walter T. Fitzpatrick has been appointed director of sales, the Grocery Products Division, Borden Co. He has been an executive in the grocery division of the company for a number of years.



A. H. Boylan has been elected vice-president of advertising and marketing research for the Drackett Products Co., Cincinnati, Ohio. Mr. Boylan formerly was sales promotion manager.



A. A. Borgemenke has been made regional sales manager of the Eastern Region, Edison General Electric Appliance Co. (Hotpoint), Chicago. He formerly was the New York City and Philadelphia district sales manager.



Walter H. Bondurant has been appointed regional sales manager of the Central Region, the Edison General Electric Apliance Co. (Hotpoint), Chicago. Mr. Bondurant formerly was Cleveland district sales manager.

Income Up 20.3%, Retail Sales 9.0%, While Civil Population Declines

For 12 months ending September 30, 1943, merchandise shortages curtail consumer purchases. Individual savings, even after heavier taxes, reach a figure almost as high as the total national income paid out in the worst depression year.

EFFECTIVE Buying Income has jumped since the close of 1942 (as reported in the May 10 Survey of Buying Power) from $114.07 billion to $137.26 billion for the 12 months ending September 30, 1943, while retail sales during the same period have increased from $56.40 billion to $61.31 billion.

Population since 1940 has declined to 130,287,700 from 131,689,300. The population decline is not, however, an actual decline, since the current figures are based on the OPA count of civilian population as of April 1, 1943, and these figures omit military personnel and the inmates of institutions. The actual or real population is in the neighborhood of 135 million people—but from the point of view of the sales manager the OPA count is realistic, since the soldier in Italy and the marine in New Guinea are not hot prospects for *today's* sales. Where those boys will be *after* the war is a question which cannot be answered now.

"Boom Town Anemia"

The changed population picture has strong current and post-war implications and is one of the most difficult problems which the sales manager ever was forced to solve, since to a considerable extent his hands are tied about doing anything about the present, no matter how much he knows, and he needs a crystal ball to read the future.

Over a period of the last two decades most metropolitan cities gained in population, but the impact of war has been felt so unequally that in the period from 1940 to April 1 of this year 45 of the nation's largest metropolitan districts showed a decrease in population—and decreases were also registered by all but 20 states.

In Washington, the Department of Commerce experts have mentioned a disease which they say can be cured by the nation's distribution experts. They call the malady "boom town anemia;" the doctors claim that when consumer goods grow scarce, but remain unrationed, *manufacturers and wholesalers customarily freeze their past patterns of distribution,* with those of 1941 being most popular.

The results, so the doctors of commerce maintain, is that boom town retailers get no greater allocations than stores in stagnant towns. This conclusion is expounded in 54 pages of a document called "Distribution of Scarce Goods," released late in September by the Department of Commerce.

It is a serious situation, and it deserves immediate attention from sales and advertising executives because both consumers and retailers are affected so vitally.

Population Figures: Sources

The state-county-city figures starting on page 93 are restricted, by space limitations and the paper curtailment program, to current estimates of population, retail sales and Effective Buying Income. Most readers will want comparative data. We suggest two sources on population. One is the official 1940 Census figures available from the Bureau of the Census, and the second is 1942 estimates of population as printed in the May 10, 1943, SALES MANAGEMENT Survey of Buying Power.

In some of the *summary pages* of states, counties and cities we are able to show comparative figures. This applies to all states and to the largest counties and cities. For example, the changes in county populations in 1943 and 1940, in 137 metropolitan districts are shown numerically and in percentage form in the tables starting on page 38. Shifts in the civilian population by states and sections, with percentage changes and one column of commentary, will be found on page 60.

Other summary columns which include population changes are the tabulations of the first 75 counties in population gain and *percentage* population gain, April 1, 1943, over April 1, 1940, given on pages 50 and 52 respectively; the shifts in population and income by states and sections for selected years, 1936 to 1943, helps to show the significance of the changes.

The sources of the population figures given in the columns starting on page 93 are, for *states and counties,* the preliminary revised figures of the Office of Price Administration based upon registration No. 2 which started March 1 and was not concluded until the end of that month. It is a count of civilian population only. Soldiers not living at home and inmates of charitable and penal institutions are omitted.

Figures for Cities

The figures for *cities* are local estimates from the best informed local authorities, such as Chambers of Commerce, and were gathered by SALES MANAGEMENT through telegraphic questionnaires reading as follows:

> "Preparing special issue containing analysis of population changes in leading cities. Will you give us best local estimate as of August 1st limited to your municipal boundary and not including metropolitan district or suburbs and covering civilian residents only, with no military personnel. Please wire figure collect."

Note that these figures, then, are for the month of August, 1943, and are four months later than the figures given for states and counties. In many cities this four-month period saw the most sweeping population changes in history.

In order to have uniformity and a common yardstick with which sales and advertising executives could measure these cities and the changes in each one, it was necessary to insist that the city population figures cover *municipal boundaries only.*

Obviously, this is not the best method of measuring certain cities. Los Angeles, for example, spreads out over a vast territory and there are many "islands" of cities and villages of independent political stature, but surrounded completely by parts of municipal Los Angeles.

For those who want to step beyond the municipal boundaries and use population figures *reasonably* up to date, we suggest that you consult the three pages of civilian population by metropolitan *counties.* Since the tabular sections in this book give retail sales and Effective Buying Income for each of these counties, subscribers can fairly

easily make special compilations of metropolitan district figures.

Before leaving population, we should emphasize again that the *best* that can be said for these or any other currently issued population figures is that *they are the best available at the moment.* No population figures can be right for any length of time under a war economy. However, it seems quite obvious that the nation has doubtless witnessed the greatest part of the "in-migration" which will occur. The shifts which will occur from this point on will be those based upon changes in the emphasis on war manufacture such as the cutting down of certain programs as, for example, on tanks and the further speeding up of the bomber program—to be followed at some future date by sweeping *dispersals,* as the cessation of hostilities puts a stop to the war boom.

Estimates of Retail Sales

There is no telling just how high retail sales might have soared in the 12 months ending September 30, 1943, had merchandise been obtainable, for in normal years about 57% of the national income dollar is spent in the stores, and this would have resulted in a total of around 80 billions.

The actual estimated total, 61.3 billions, reflects higher prices rather than higher unit of volume, 1943 over 1942. Despite a commendable and resultful attempt by OPA to hold down the price levels on essentials, the cost-of-living curve has increased during most of 1943 and there has been no serious attempt to control the price rise of luxury items; consequently the 9.0% increase in the value of retail sales is attributable solely to price increases and greater concentration on luxury lines. The physical volume of merchandise distributed will be materially less in 1943 than last year.

The national estimate of retail sales for the 12 months' period ending September 30, 1943, as given in these pages is almost identically the same as estimates made by the Department of Commerce complete through the early summer months and projected into September; the breakdown of the national total by states, counties and cities is original and exclusive work of SALES MANAGEMENT, and is based upon formulae developed over a period of several years in connection with the famous annual Survey of Buying Power and the first-of-the-month High Spot Cities feature which started in May 1, 1940, and in which SM measures the monthly changes in retail sales for all cities which are listed in this November 10 Interim Supplement to the Survey of Buying Power.

Dollar figures for individual cities will not be the same as the sum total of the dollar figures given each month under High Spot Cities because in that feature we also include the value of retail services, amusements and hotels. These added expenditures, which many marketing experts believe to be properly a part of retail sales, but are not so considered by the Bureau of the Census in its five-year census figures, represent roughly 12% of the retail sales total, although this figure varies from city to city.

Many good cities are omitted from this Interim Supplement. Paper limitations are one reason; the other is that we decided to concentrate on those cities covered in our High Spot City figure and for which we maintain a file of current data, measuring the economic progress of the city weekly and monthly through bank debits and through other sources of information.

Unfortunately, bank debits are not available for many large and important cities, especially several which are located nearby much larger cities.

Effective Buying Income

The methods used in estimating Effective Buying Income for the 12 months ending September 30, 1943, are precisely the same as those which have been used with such outstanding success in SALES MANAGEMENT's annual Survey of Buying Power. Readers who wish to have information about sources and methods should consult the editorial foreword, pages 11 to 16 in the May 10, 1943, issue.

Several of the most interesting pages —to our way of thinking—in this issue are those showing changes in income over a period of years. For example, there is the one on page 62 which shows the shifts in state population and income for selected years, 1936 to 1943, and those on page 32 which give for the 100 largest cities (in 1943 population) the Effective Buying Income in dollars, 1938 and 1943, with ratios.

More than 70% of this year's Effective Buying Income will be paid out as salaries and wages. According to latest government estimates, the division of the income for the 12 months ending September 30 was substantially as follows, in billions of dollars: 98 to salaries and wages, 12 to farm income (net), 10 to dividends and interest and 18 to other income, mainly entrepreneurial income.

The excess of income over consumer goods and services available is in the neighborhood of 50 billions of dollars. About 14 billions will be paid out by individuals in taxes, leaving the huge sum of slightly more than 36 billions for savings. How these savings are mounting is brought out in one of the Pictographs in this issue.

The greatest danger towards inflation continues to be the gap between vastly increased purchasing power in the hands of consumers and the limited supply of consumer goods for purchases. The supply of purchasable goods, while far more ample than was estimated a year ago or even some months ago, still remains low in relation to the war-swollen national income. The Government's set program against a rising cost of living includes higher taxes to drain off dollars that might bid up the cost of goods, making the most of supplies on hand, cash paying for what it is necessary to buy, and investing in War Bonds and savings to protect the purchasing power of money and to help finance the war.

Cost of Living

As a result of public cooperation in these measures, a greater degree of success has been experienced in the fight to hold down prices in recent months than at any time since the beginning of the war. During the period May 15 to June 15, the rise in the cost of living was arrested for the first time since America's entrance into the conflict, and since then has been pushed back. The cost-of-living index declined 0.2% during the May-June period, 0.8% during the June-July period, and 0.5% during the July-August period. In the first 19 months of the war, 1914-1918, the cost-of-living index increased 29.5% as compared with 12.0% from December, 1941 to July, 1943.

The changes in the cost of living have been fairly uniform throughout the country and since the federal tax rate is uniform, and federal taxes represent by far the biggest share of the total tax bill, subscribers can get a fairly good index of real or net purchasing power and of savings by studying the gross income figures which are given in this issue of SM for states, counties and cities. In other words, where you find the greatest incomes, there you will also find the greatest savings which will be available for post-war purchasing.

Especially in a supplementary edition to our Survey of Buying Power, it is impossible to give all the information which readers may want about specific marketing areas. For full stories of the nation's leading markets, local sources such as newspapers, radio stations and Chambers of Commerce offer fairly accurate and objective information. The advertising pages of this issue deserve as careful reading as the editorial pages.



More men are needed to cut more trees. Government names pulpwood one of the most critical war materials, for pulp makes high explosives, rayon parachutes, surgical dressings. And paper protects food shipments, packs ammunition, medicines, blood plasma, and gun and plane replacement parts; performs a thousand vital services for fighters and civilians. The trees are there ready to be cut, but woodmen are scarce. Aided by publicity and advertising, Government and the pulp and paper industry are urging more men to get into the woods at once and take part in this vital war work.

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Summary of Data by States and Sections

	POPULATION			SM RETAIL SALES			SM EFFECTIVE BUYING INCOME					
	1942 (Estimated)	1943 (OPA Regis. No. 2)	Ratio, 1943 to 1942	1942 Calendar year (dollars, in thousands)	12 Months ending Sept. 30, 1943 (dollars, in thousands)	Ratio 1943 to 1942	1942 Calendar year (dollars, in thousands)	12 Months ending Sept. 30, 1943 (dollars, in thousands)	Ratio, 1943 to 1942	Per Capita dollars 1942 calendar year	Per Capita dollars 12 months ending Sept. 30	Per Capita dollar increase over 1942 Calendar Year
NEW ENGLAND												
Connecticut	1,765.7	1,776.0	100.6	1,249,440	1,320,689	105.7	2,508,020	3,011,970	120.1	1,420	1,696	276
Maine	822.2	808.2	98.3	424,595	446,756	105.2	763,575	851,732	111.5	929	1,054	125
Massachusetts	4,272.3	4,171.9	97.6	2,229,895	2,315,218	103.8	4,700,500	5,250,841	111.7	1,100	1,258	158
New Hampshire	477.7	457.7	95.8	211,516	220,718	104.4	368,045	395,436	107.4	770	864	94
Rhode Island	720.9	705.1	97.8	445,962	477,894	107.2	806,400	877,167	108.8	1,119	1,244	125
Vermont	344.1	325.7	94.7	166,240	173,645	104.5	281,750	291,250	103.4	819	894	75
	8,402.9	8,244.6	98.1	4,727,648	4,954,920	104.8	9,428,290	10,678,396	113.3	1,122	1,295	173
MIDDLE ATLANTIC												
New Jersey	4,226.4	4,168.1	98.6	2,335,951	2,423,918	103.8	4,905,800	5,584,249	113.8	1,161	1,340	179
New York	12,875.9	12,851.7	99.8	6,221,745	6,434,986	103.4	14,800,050	16,807,449	113.5	1,149	1,308	159
Pennsylvania	9,716.4	9,621.3	99.0	4,362,657	4,592,722	105.3	9,051,600	10,223,009	112.9	932	1,063	131
	26,818.7	26,641.1	99.3	12,920,353	13,451,626	104.1	28,757,450	32,614,707	113.4	1,072	1,224	152
SOUTH ATLANTIC												
Delaware	275.5	274.0	99.5	189,643	209,559	110.5	313,355	398,593	127.2	1,137	1,455	318
District of Columbia	821.3	779.1	94.9	695,328	721,055	103.7	1,186,750	1,437,154	121.1	1,445	1,844	399
Florida	1,940.9	2,093.0	107.8	736,357	801,121	108.8	1,330,355	1,678,494	126.2	685	802	117
Georgia	3,057.3	3,102.0	101.5	800,097	919,047	114.9	1,441,200	1,889,854	131.1	471	609	138
Maryland	1,895.3	1,996.0	105.3	1,111,061	1,225,672	110.3	2,251,500	2,493,285	110.7	1,190	1,249	59
North Carolina	3,456.9	3,495.7	101.1	895,462	968,599	108.2	1,753,410	2,204,082	125.7	507	631	124
South Carolina	1,896.4	1,886.4	99.5	502,910	561,999	111.7	871,670	1,170,562	134.3	460	620	160
Virginia	2,792.1	2,841.9	101.8	877,400	1,026,831	117.0	1,782,370	2,309,870	129.6	638	813	175
West Virginia	1,855.6	1,793.2	96.6	521,810	555,601	106.5	1,020,405	1,324,924	129.8	550	739	189
	17,991.3	18,261.3	101.5	6,330,068	6,989,484	110.4	11,951,015	14,906,818	124.7	664	816	152
EAST NORTH CENTRAL												
Illinois	7,974.5	7,742.3	97.1	3,545,337	3,775,675	106.5	7,688,310	8,984,112	116.9	964	1,160	196
Indiana	3,478.9	3,444.9	99.0	1,496,672	1,635,722	109.3	3,014,400	3,520,321	116.8	867	1,022	155
Michigan	5,538.9	5,362.7	96.8	2,609,254	2,951,055	113.1	5,400,400	6,626,187	122.7	975	1,236	261
Ohio	6,930.5	6,924.0	99.9	3,379,077	3,642,010	107.8	7,158,750	8,112,924	113.3	1,033	1,172	139
Wisconsin	3,142.3	2,999.3	95.4	1,376,058	1,436,163	104.4	2,767,600	3,104,220	112.2	881	1,035	154
	27,065.1	26,473.2	97.8	12,406,398	13,440,625	108.3	26,029,460	30,347,764	116.6	961	1,146	185
EAST SOUTH CENTRAL												
Alabama	2,889.0	2,867.4	99.3	737,450	810,764	109.9	1,260,900	1,634,876	129.7	436	571	135
Kentucky	2,750.9	2,663.5	96.8	697,060	780,878	112.0	1,230,660	1,628,700	132.3	448	611	163
Mississippi	2,129.6	2,095.5	98.4	355,508	427,730	120.3	842,200	1,074,426	167.3	302	513	211
Tennessee	2,918.3	2,917.4	100.0	763,654	816,983	107.0	1,423,700	1,774,054	124.6	488	608	120
	10,687.8	10,543.8	98.7	2,553,672	2,836,355	111.1	4,557,460	6,112,056	134.1	426	580	154
WEST NORTH CENTRAL												
Iowa	2,444.9	2,337.9	95.6	996,205	1,108,516	111.3	1,834,560	2,353,621	128.3	750	1,008	258
Kansas	1,718.5	1,731.7	100.8	690,134	813,882	117.9	1,278,720	1,886,777	147.6	744	1,089	345
Minnesota	2,676.2	2,572.2	96.1	1,153,804	1,235,537	107.1	2,147,100	2,502,684	116.6	802	973	171
Missouri	3,734.5	3,637.8	97.4	1,350,150	1,455,351	107.8	2,733,750	3,554,100	130.0	732	977	245
Nebraska	1,243.0	1,214.2	97.7	515,197	606,925	117.8	911,760	1,224,880	134.3	734	1,008	274
North Dakota	593.0	549.6	92.9	192,711	222,111	115.3	325,755	427,832	131.3	549	778	229
South Dakota	587.5	568.7	96.8	210,970	232,652	110.3	343,140	461,489	134.5	584	811	227
	12,997.6	12,612.1	97.0	5,109,171	5,674,974	111.1	9,574,785	12,411,383	129.6	737	954	217
WEST SOUTH CENTRAL												
Arkansas	1,964.7	1,854.2	94.4	370,156	501,790	135.6	663,550	981,972	148.0	338	529	191
Louisiana	2,425.1	2,392.8	98.7	736,430	804,972	109.3	1,399,545	1,732,416	123.8	577	724	147
Oklahoma	2,171.4	2,141.6	98.6	603,652	768,083	127.2	1,170,520	1,682,198	143.7	539	785	246
Texas	6,439.8	6,493.9	100.8	2,287,960	2,557,227	111.8	4,383,110	5,731,386	130.8	681	883	202
	13,001.0	12,882.5	99.1	3,998,198	4,632,072	115.9	7,616,725	10,127,972	133.0	585	779	194
MOUNTAIN												
Arizona	495.2	557.3	112.5	195,091	240,871	123.4	340,382	501,548	147.3	687	900	213
Colorado	1,089.4	1,066.7	97.9	459,817	523,852	113.9	806,245	1,037,406	128.7	740	974	234
Idaho	477.0	466.2	97.7	211,060	234,390	111.1	342,160	417,049	121.9	717	895	178
Montana	521.6	489.0	93.8	236,293	241,661	102.3	421,005	496,828	118.0	807	1,016	209
Nevada	126.2	138.6	108.1	77,640	91,981	118.5	126,670	224,437	177.2	988	1,619	631
New Mexico	520.8	509.8	97.9	148,968	177,888	119.4	241,875	330,996	136.8	464	650	186
Utah	553.7	589.2	106.4	214,053	300,092	140.2	360,815	580,263	160.8	652	981	329
Wyoming	231.9	222.1	95.8	118,845	135,235	113.8	196,520	262,403	133.5	847	1,182	335
	4,017.8	4,038.9	100.5	1,661,767	1,945,970	117.1	2,835,672	3,850,930	135.8	706	953	247
PACIFIC												
California	7,185.1	7,551.9	105.1	4,721,858	5,184,575	109.8	9,741,600	11,767,465	120.8	1,356	1,558	202
Oregon	1,064.6	1,167.1	109.6	731,176	814,691	111.4	1,263,210	1,563,180	123.7	1,186	1,339	153
Washington	1,750.4	1,871.2	106.9	1,240,140	1,382,282	111.5	2,314,200	2,882,736	124.6	1,322	1,541	219
	10,000.1	10,590.2	105.9	6,693,174	7,381,548	110.3	13,319,010	16,213,381	121.7	1,332	1,531	199
U. S. TOTAL (Mainland)	130,982.3	130,287.7	99.5	56,400,449	61,307,574	109.0	114,069,867	137,263,407	120.3	871	1,054	183
Hawaii	515.0	524.0*	101.7	254,482	306,576	120.5	461,661	576,285	124.8	897	1,119	222

*Rough estimate, exact population a military secret.

Reprinted from The San Francisco Examiner, October 1, 1943.

West Leads in Buying Power

CONSUMER purchasing power—the total cash income which determines the ability of human beings to buy the things they want—has reached a new high point in the modern industrial empire that was once the "Far West."

This new industrial economy that the war has brought to the western States is providing a vastly augmented population with the potentialities of material welfare on a scale such as the world has never seen.

For a moment, because of war shortages, the tide or purchasing power is flowing into other channels; but the DEMAND is piling up inexorably behind the dam of war curtailment.

By intelligent planning now, we can make sure that the pentup demand for civilian goods will be matched by continued maximum ability to purchase when peace returns. It is the greatest market opportunity ever known.

The integrated industrial empire of the West has limitless reservoirs of raw materials and power, skilled workers, billions of dollars worth of new manufacturing facilities, and management with an advanced command of mass production technique.

If it unifies postwar planning promptly and aggressively, the West can help produce the things its people need or want; provide a surplus to help restock the balance of a war impoverished world; and create between the Rocky Mountains and the Pacific Ocean a free enterprise civilization truly worthy of the name.

Surely this is worth striving for.

A responsible researcher and statistician, in a recent survey of western buying power, shows that since 1936 the West has outstripped the rest of the Nation and is still climbing.

Much of the recent gains in western buying power is due to the stupendous industrialization of the war, the analysis reveals, but some is inherent in the rugged, progressive qualities of the West itself and gives this region promise of continued leadership.

In only a few cases has consumer income so much as doubled in eastern market areas; but in the West almost every major market has doubled, many have tripled, and one has quadrupled.

The impressive statistical picture of market growth rates current buying power in the United States as a whole at 170 per cent of the 1936 level. In other words, national purchasing is less than double.

The figure for New England is 180, for the Middle Atlantic States, and for the industrial centers of Detroit and Pittsburgh, 181 and 178, respectively. In none of these areas has buying power doubled.

Now turn to the West:

San Diego's buying power has quadrupled—with an income equal to 402 per cent of the 1936 level. San Francisco consumer income has reached 230 per cent, Los Angeles 250, Oakland 245. In Seattle, the figure of 390 per cent reveals a gain almost equal to that of San Diego. Portland shows a tripled market, as does Sacramento County, California.

In Boise the current figure is 237, in Phoenix 234. In the Pacific States as a whole, buying power is 237 per cent of the 1936 level, and the Pacific and Mountain States combined have a total of 218 per cent despite the lower industrialization of the mountain region.

Another significant index is per capita income—and here again western leadership is uncontested. All of the western cities of 100,000 or more population soar high above the national average in individual buying power, and our rural income is likewise larger.

Maintenance of this high level purchasing power after the war ends is one of the two major tasks confronting the brains, energy and good will of the West today. The other, of course, is unswerving mobilization of every western resource for war production until victory has been won.

The Western Conference of State Governments, which opens a two day session here this morning is devoting its entire agenda to postwar economic planning. Specific proposals will be advanced for discussion by governmental experts from the nine [illegible] States, and by some [illegible]

The figures here are developed from basic data by Sales Management.

SAN FRANCISCO EXAMINER

For more than fifty years The San Francisco Examiner has been the leading newspaper in its field.

Summary of Data for 100 Largest Counties

(These counties are the first 100 in 1943 population.)

County	State	POPULATION—1940 vs. 1943				SM RETAIL SALES Year Ending September 30, 1943		SM EFFECTIVE BUYING INCOME—Year Ending September 30, 1943					
		1940 (Official)	1943 (OPA Regis. #2)	Rank 1943	Ratio, 1943 to 1940	Dollars (in thousands)	Rank	Dollars (in thousands)	Rank	Per Capita dollars	Per Capita rank	Dollar increase Per Capita 1943-1942	Rank in dollar increase
New York—5 Counties	N. Y.	7,455.0	7,108.0	1	95.4	3,873,577	1	10,009,973	1	1,408	37	160	67
Cook	Ill.	4,063.3	4,081.1	2	100.4	2,470,682	2	5,850,445	2	1,434	34	240	37
Los Angeles	Calif.	2,785.6	3,041.0	3	109.2	1,933,358	3	5,064,314	3	1,665	17	218	47
Wayne	Mich.	2,015.6	2,207.9	4	109.5	1,437,312	4	3,239,540	4	1,467	31	309	15
Philadelphia	Pa.	1,931.3	1,944.2	5	100.7	1,188,495	5	2,421,211	5	1,245	60	151	76
Allegheny	Pa.	1,411.5	1,433.3	6	101.5	864,144	6	2,048,518	6	1,429	35	173	58
Cuyahoga	Ohio	1,217.3	1,223.4	7	100.5	790,327	7	1,845,072	7	1,508	29	172	59
St. Louis†	Mo.	1,090.3	1,152.1	8	105.7	573,124	12	1,584,068	10	1,375	44	324	11
Baltimore‡	Md.	1,014.9	1,141.4	9	112.5	767,965	8	1,797,224	8	1,575	24	61	100
Middlesex	Mass.	971.4	943.7	10	97.1	426,794	18	1,214,840	15	1,287	51	162	64
Essex	N. J.	837.3	857.9	11	102.5	602,507	11	1,623,004	9	1,892	6	255	26
Suffolk	Mass.	863.2	829.1	12	96.0	699,464	10	1,459,933	12	1,761	12	223	43
Erie	N. Y.	798.4	814.8	13	102.1	396,218	20	932,270	20	1,144	75	143	81
Washington	D. C.	663.1	779.1	14	117.5	721,055	9	1,437,154	13	1,844	7	399	6
Milwaukee	Wis.	766.9	777.8	15	101.4	447,794	16	1,080,381	17	1,389	42	211	48
San Francisco	Calif.	634.5	686.3	16	108.2	510,150	13	1,528,779	11	2,228	1	290	19
Hamilton	Ohio	622.0	676.4	17	108.7	441,577	17	1,040,963	18	1,539	28	176	54
Hudson	N. J.	652.0	625.0	18	95.9	299,767	31	713,263	30	1,141	77	154	72
King	Wash.	505.0	616.0	19	122.0	502,009	14	1,269,375	14	2,061	2	273	21
Alameda	Calif.	513.0	606.5	20	118.2	483,564	15	1,080,998	16	1,782	10	231	40
Harris	Texas	529.0	605.0	21	114.4	327,055	28	708,786	31	1,172	71	248	29
Hennepin	Minn.	568.9	565.1	22	99.3	369,874	22	879,925	21	1,557	26	248	29
Providence	R. I.	550.3	531.9	23	96.7	410,362	19	779,958	27	1,466	32	159	68
Orleans	La.	494.5	525.8	24	106.3	237,160	39	736,050	29	1,400	39	278	20
Westchester	N. Y.	573.6	521.2	25	90.9	279,525	32	676,653	32	1,298	49	161	65
Jackson	Mo.	477.8	510.1	26	106.8	357,398	24	801,101	25	1,570	25	367	7
Marion	Ind.	460.9	505.7	27	109.7	321,227	29	822,471	23	1,626	21	239	38
New Haven	Conn.	484.3	494.5*	28	102.1	337,047	25	814,738	24	1,648	18	273	21
Jefferson	Ala.	459.9	493.3	29	107.3	208,284	47	493,907	44	1,001	88	221	46
Hartford	Conn.	450.2	482.0*	30	107.1	381,605	21	937,268	19	1,945	5	322	12
Worcester	Mass.	504.5	479.7	31	95.1	270,416	33	582,719	36	1,215	63	154	72
Fulton	Ga.	392.9	470.6*	32	119.8	311,200	30	549,398	39	1,167	72	250	28
Essex	Mass.	496.3	470.0	33	94.7	196,878	51	430,581	51	916	91	116	91
Dallas	Texas	398.6	453.0	34	113.6	270,357	34	660,522	33	1,458	33	307	16
Nassau	N. Y.	406.7	446.6	35	109.8	225,804	43	562,744	38	1,260	56	158	69
Multnomah	Ore.	355.1	442.8	36	124.7	364,111	23	877,660	22	1,982	3	155	70
Fairfield	Conn.	418.4	442.0*	37	105.6	332,756	27	789,425	26	1,786	9	295	18
Jefferson	Ky.	385.4	432.9	38	112.3	259,201	37	596,917	34	1,379	43	349	9
Bergen	N. J.	409.7	426.1	39	104.0	206,268	48	448,794	48	1,053	84	142	82
Monroe	N. Y.	438.2	425.6	40	97.1	249,846	38	595,841	35	1,400	39	176	54
Bexar	Texas	338.2	421.5	41	124.6	179,400	55	504,377	43	1,195	67	307	16
Franklin	Ohio	388.7	417.4	42	107.4	262,396	36	536,015	40	1,284	52	147	79
San Diego	Calif.	289.4	395.0	43	136.5	332,902	26	779,090	28	1,972	4	256	25
Shelby	Tenn.	358.3	390.1	44	108.9	237,051	40	471,598	45	1,209	64	222	44
Luzerne	Pa.	441.5	381.9	45	86.5	167,931	58	396,271	58	1,038	87	127	89
Summit	Ohio	339.4	366.7	46	108.0	224,334	44	566,219	37	1,544	27	176	54
Bristol	Mass.	364.6	346.2	47	95.0	164,126	60	406,360	57	1,174	70	148	77
Delaware	Pa.	310.8	345.5	48	111.2	131,133	72	318,882	69	923	90	112	92
Union	N. J.	328.4	344.8	49	105.0	195,097	53	410,863	55	1,192	68	161	65
Montgomery	Ohio	299.5	343.8	50	114.8	205,600	49	436,351	50	1,269	55	145	80
Denver	Colo.	322.4	343.5	51	106.5	265,031	35	437,901	49	1,275	53	312	14
Hampden	Mass.	332.1	329.7	52	99.3	213,753	46	470,731	46	1,428	36	181	52
Lucas	Ohio	344.3	329.0	53	95.6	229,834	41	528,407	41	1,606	23	183	51
Norfolk	Mass.	325.2	326.0	54	100.2	132,766	70	268,392	79	823	95	104	94
orfolk	Va.	238.9	326.0§	54	136.5	167,875	59	408,814	56	1,254	58	247	31
Lake	Ind.	293.2	317.2	56	108.2	163,656	61	362,690	61	1,143	76	167	61
Ramsey	Minn.	309.9	312.4	57	100.8	228,038	42	470,637	47	1,507	30	241	36
Dade	Fla.	267.7	307.1*	58	114.7	193,276	54	346,888	63	1,130	78	148	77
Westmoreland	Pa.	303.4	306.6	59	101.1	102,484	89	237,828	89	776	98	94	97
Passaic	N. J.	309.4	304.8	60	98.4	219,964	45	511,123	42	1,678	16	227	42

*Partially estimated from OPA preliminary figures. †Includes city of St. Louis. ‡Includes city of Baltimore. §Includes independent cities.

(Continued on page 30)

PHIL STEWART

talks about radio response

"WJR, one of thirty-five Columbia stations used in the recent campaign of our client, the Holland Furnace Company, brought *almost two and one-half times as much mail* in response to a four-week gift offer (12 fifteen-minute programs) as any other individual station . . . more audience mail than seven other 50-kilowatt stations *combined* . . . a total of 23,093 pieces of audience mail, or twenty-two point nine percent of *all* the mail received from the network of thirty-five stations."

Phil Stewart
Director of Radio and Account Executive
ROCHE, WILLIAMS & CUNNYNGHAM



WJR
THE GOODWILL STATION
Detroit

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, Pres. . . . Leo J. Fitzpatrick, Vice Pres. & Gen. Mgr.

Edward Petry & Company, Inc.
National Representative

RADIO
IN SERVICE OF HOME AND NATION

Summary of Data for 100 Largest Counties

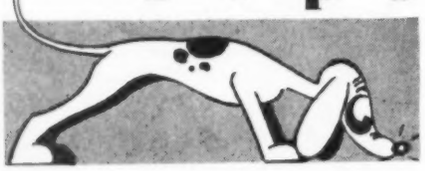
(These counties are the first 100 in 1943 population.)

(Continued from page 28)

County	State	POPULATION—1940 vs. 1943				SM RETAIL SALES Year Ending September 30, 1943		SM EFFECTIVE BUYING INCOME—Year Ending September 30, 1943					
		1940 (Official)	1943 (OPA Regis. #2)	Rank 1943	Ratio, 1943 to 1940	Dollars (in thousands)	Rank	Dollars (in thousands)	Rank	Per Capita dollars	Per Capita rank	Dollar Increase Per Capita 1943-1942	Rank in dollar increase
Montgomery	Pa.	289.2	296.4	61	102.5	141,829	67	325,048	66	1,097	83	133	88
Oklahoma	Okla.	244.2	270.3	62	110.7	186,775	52	376,643	60	1,399	41	352	8
Onondaga	N. Y.	295.1	269.4	63	91.3	149,079	66	348,943	62	1,295	50	163	63
Oakland	Mich.	254.1	269.2	64	105.9	100,855	90	266,583	81	990	89	208	49
Davidson	Tenn.	257.3	265.4	65	103.1	122,321	78	320,129	68	1,206	65	222	44
Tarrant	Texas	225.5	260.1	66	115.3	154,639	63	424,402	53	1,632	19	254	27
Duval	Fla.	210.1	258.0*	67	122.8	95,608	93	219,883	93	852	94	111	93
Henrico	Va.	235.0	256.9§	68	109.3	203,869	50	417,908	54	1,627	20	319	13
Camden	N. J.	255.7	254.3	69	99.5	128,955	74	315,953	71	1,242	61	168	60
Douglas	Neb.	247.6	251.5	70	101.6	172,357	56	427,867	52	1,701	15	464	2
Stark	Ohio	234.9	250.4	71	106.6	129,091	73	301,341	74	1,203	66	137	85
Lackawanna	Pa.	301.2	240.2	72	79.7	114,082	83	269,474	78	1,122	80	136	86
Mobile	Ala.	142.0	238.8	73	168.2	109,851	85	265,826	82	1,113	81	245	33
Salt Lake	Utah	211.6	238.1	74	112.5	168,486	57	311,275	72	1,307	47	436	3
Mahoning	Ohio	240.3	234.8	75	97.7	136,490	69	318,800	70	1,358	45	155	70
Kent	Mich.	246.3	232.4	76	94.4	158,364	62	295,457	76	1,271	54	268	24
Genesee	Mich.	227.9	229.5	77	100.7	154,099	64	263,756	83	1,149	74	243	34
Berks	Pa.	241.9	227.6	78	94.1	117,231	81	268,243	80	1,179	69	142	82
Middlesex	N. J.	217.1	225.6	79	103.9	121,929	79	235,836	90	1,045	85	140	84
Kanawha	W. Va.	195.6	215.6	80	110.2	103,152	88	239,201	86	1,109	82	270	23
Tulsa	Okla.	193.4	213.9	81	110.6	121,500	80	283,654	77	1,326	46	436	3
Albany	N. Y.	221.3	213.5	82	96.5	131,553	71	300,306	75	1,407	38	177	53
Maricopa	Ariz.	186.2	212.1	83	113.9	122,709	77	221,198	92	1,043	88	246	32
Pierce	Wash.	182.1	206.3	84	113.3	150,828	65	378,105	59	1,833	8	242	35
Lancaster	Pa.	212.5	203.4	85	95.7	108,976	86	228,476	91	1,123	79	136	88
Hillsborough	Fla.	180.1	201.4*	86	111.8	88,078	95	183,379	95	911	92	119	90
Cambria	Pa.	213.5	197.4	87	92.5	76,276	96	158,605	97	803	96	97	95
Mercer	N. J.	197.3	196.7	88	99.7	112,076	84	256,005	84	1,301	48	176	54
Oneida	N. Y.	203.6	195.0	89	95.8	98,359	91	238,718	88	1,224	62	153	74
Washington	Pa.	210.9	194.6	90	92.3	69,519	98	153,551	98	789	97	96	96
Sedgwick	Kan.	143.3	194.3	91	135.6	128,244	75	337,323	64	1,736	13	546	1
Polk	Iowa	195.8	193.9	92	99.0	124,667	76	332,516	65	1,715	14	425	5
Hamilton	Tenn.	180.5	191.8	93	106.3	94,130	94	239,865	85	1,251	59	231	40
Erie	Pa.	180.9	190.5	94	105.3	103,428	87	239,024	87	1,255	57	152	75
Schuylkill	Pa.	228.3	189.5	95	83.0	61,738	99	144,592	99	763	99	93	98
New Castle	Del.	179.6	189.3	96	105.4	138,888	68	306,650	73	1,620	22	344	10
St. Louis	Minn.	206.9	187.5	97	90.6	96,724	92	217,815	94	1,162	73	185	50
Fayette	Pa.	201.0	186.5	98	92.8	60,452	100	136,831	100	734	100	89	99
Knox	Tenn.	178.5	186.2	99	104.3	75,665	97	168,473	96	905	93	167	61
Sacramento	Calif.	170.3	182.0	100	106.9	116,882	82	322,257	67	1,771	11	232	39
		55,210.7	57,134.6			34,222,658		80,916,129					
% of U. S. A.						55.8		58.9					

*Partially estimated from OPA preliminary figures. †Includes city of St. Louis. ‡Includes city of Baltimore. §Includes independent cities.

Tips



in ESSEX COUNTY, New Jersey

AMERICA'S 11th MARKET

(See County list on page 28)

you need the 73% *family coverage of the* NEWARK EVENING NEWS



DO FIGURES HAVE *Any Weight* WITH YOU?

From the beginning of American business, the success of leading manufacturers has been founded on cold facts and figures. They were indispensable even in the early days when a single product was the cornerstone of a business.

Altho today, there is a new order of business, figures retain their old importance in industry. New techniques of production and new markets for new products have warmed them up. But they are different figures . . . the result of war-made buying and war-made saving. The wise manufacturer will base his post-war market estimates on these revised post-war figures.

Columbus, Ohio has over $165,000,000 in saved-up buying power awaiting the post-war period . . . a cushion for the change from a wartime economy.

What does this mean? Conservatively estimated on the basis of national findings, Columbus families, in the six months following the end of hostilities, will buy the following products if they are available:

2880	stoves
3660	refrigerators
2160	electric irons
2880	bedroom suites
2160	vacuum cleaners
1440	sewing machines
2880	living room suites
2880	radios
2160	new homes
5400	automobiles
1440	kitchen mixers
2880	rugs and carpets
2880	washing machines
1440	dining room suites

This is a close-up picture of some of the potentials of the Columbus market. If you intend to "go places" in the postwar period you must include this $165,000,000 surplus buying power.

THE DISPATCH
covers Columbus 100%
Write for your copy of the



READERSHIP DIGEST which shows in detail how the **DISPATCH** dominates the **32 COUNTY** Central Ohio area

You can't sell Ohio without Columbus and Central Ohio. You can't sell Columbus and Central Ohio without The Columbus Dispatch.

THE DISPATCH · COLUMBUS, OHIO

CENTRAL OHIO'S GREATEST SINGLE SALES INFLUENCE

Summary of Data for 100 Largest Cities

(These cities are the largest (in 1943 population) of those appearing monthly in "High-Spot" Cities.)

CITY	STATE	POPULATION 1940 vs. 1943				SM RETAIL SALES Year ending Sept. 30, 1943		SM EFFECTIVE BUYING INCOME— Year Ending September 30, 1943					
		1940 Official	1943 (Local estimate Aug. 1)	Rank 1943	Ratio 1943 to 1940	Dollars (in thousands)	Rank in Group	Dollars (in thousands)	Rank in Group	Per Capita dollars	Per capita Rank in Group	$increase 1943 over 1942	Rank in dollar increase
Akron	Ohio	244.8	282.5	37	115.4	$199,202	38	$441,901	33	$1,564	39	$209	61
Albany	N. Y.	130.6	130.6	72	100.0	95,380	71	186,701	73	1,429	55	366	14
Atlanta	Ga.	302.3	316.5	32	104.7	268,536	24	396,708	40	1,253	78	257	45
Baltimore	Md.	859.1	998.0	6	116.2	721,886	6	1,563,181	6	1,566	38	59	99
Berkeley	Calif.	85.5	111.1	90	129.9	65,653	92	201,883	71	1,817	17	237	53
Birmingham	Ala.	267.6	298.0	35	111.4	192,692	40	340,180	47	1,142	93	252	50
Boston	Mass.	770.8	784.6	9	101.8	654,030	9	1,155,580	11	1,474	49	175	74
Bridgeport	Conn.	147.1	180.0	56	122.4	138,402	54	308,217	53	1,712	23	282	37
Buffalo	N. Y.	575.9	603.0	14	104.7	331,865	21	686,375	22	1,138	95	143	89
Camden	N. J.	117.5	125.0	76	106.4	79,735	80	181,700	75	1,454	52	197	65
Canton	Ohio	108.4	123.5	79	113.9	90,859	74	163,814	81	1,326	72	151	85
Charleston	S. C.	71.3	100.0	100	140.3	55,936	99	120,188	98	1,202	83	152	84
Charlotte	N. C.	100.9	106.0	95	105.1	90,028	75	160,688	82	1,516	44	127	98
Chattanooga	Tenn.	128.2	135.0	69	105.3	84,520	78	180,254	77	1,335	71	245	51
Chicago	Ill.	3,396.8	3,452.8	2	101.6	2,214,000	2	5,227,035	2	1,514	45	253	48
Cincinnati	Ohio	455.6	501.0	17	110.0	420,600	15	855,655	16	1,708	24	141	93
Cleveland	Ohio	878.3	903.2	7	102.8	673,750	8	1,487,033	8	1,646	26	189	67
Columbus	Ohio	306.1	321.0	30	104.9	253,746	29	447,663	32	1,395	61	159	81
Dallas	Texas	294.7	400.0	24	135.7	264,070	26	586,531	26	1,466	50	348	16
Dayton	Ohio	210.7	250.0	40	118.7	195,825	39	335,042	48	1,340	69	153	83
Denver	Colo.	322.4	343.5	28	106.5	265,031	25	437,901	34	1,275	77	327	23
Des Moines	Iowa	159.8	170.0	60	106.4	119,939	64	309,684	52	1,822	16	452	5
Detroit	Mich.	1,623.5	1,915.0	4	118.0	1,294,800	3	2,968,060	4	1,550	42	218	58
Duluth	Minn.	101.1	101.0	98	99.9	62,554	94	118,211	99	1,170	88	186	69
El Paso	Texas	96.8	107.0	92	110.5	53,888	101	117,153	100	1,095	97	231	54
Erie	Pa.	117.0	130.0	73	111.1	80,924	79	151,704	84	1,167	90	142	90
Evansville	Ind.	97.1	113.0	87	116.4	78,377	81	164,120	80	1,451	53	52	100
Fall River	Mass.	115.4	114.2	86	99.0	59,539	96	123,822	96	1,084	99	137	95
Flint	Mich.	151.5	151.5	65	100.0	128,460	60	211,363	66	1,395	61	295	33
Fort Wayne	Ind.	118.4	130.0	73	109.8	95,688	70	210,937	67	1,623	30	147	88
Fort Worth	Texas	177.7	210.0	49	118.2	147,443	46	345,223	46	1,644	27	260	43
Gary	Ind.	111.7	123.0	80	110.1	68,551	88	147,618	85	1,200	84	178	73
Grand Rapids	Mich.	164.3	164.0	62	99.8	142,835	52	243,315	62	1,484	47	313	27
Hartford	Conn.	166.3	190.0	52	114.3	209,202	36	403,678	38	2,124	6	442	6
Hempstead Township	N. Y.	259.3	275.1	39	106.1	179,253	43	384,898	43	1,399	60	174	75
Honolulu	T. H.	179.4	223.0	46	124.3	281,967	28	486,243	29	2,180	4	348	16
Houston	Texas	384.5	457.0	19	118.9	304,641	23	636,299	25	1,392	64	293	34
Indianapolis	Ind.	387.0	415.0	23	107.2	311,215	22	723,360	21	1,743	20	203	64
Jacksonville	Fla.	173.1	230.0	45	132.9	89,840	76	197,941	72	861	101	120	97
Jersey City	N. J.	301.2	315.1	33	104.6	143,463	51	384,485	44	1,220	82	164	79
Kansas City	Kan.	121.5	135.0	69	111.1	65,214	93	175,500	79	1,300	75	339	19
Kansas City	Mo.	399.2	452.5	20	113.4	348,035	19	682,290	23	1,580	35	416	10
Knoxville	Tenn.	111.6	122.8	81	110.0	73,638	86	137,718	93	1,121	96	206	62
Little Rock	Ark.	88.0	107.0	92	121.6	92,477	73	121,869	97	1,139	94	418	9
Long Beach	Calif.	164.3	220.0	47	133.9	146,571	49	523,779	28	2,381	1	310	28
Los Angeles	Calif.	1,504.3	1,738.0	5	115.5	1,160,015	5	3,027,290	3	1,742	21	227	58
Louisville	Ky.	319.1	355.0	27	111.3	241,973	30	525,555	27	1,480	48	332	21
Lowell	Mass.	101.4	101.4	97	100.0	54,909	100	145,076	88	1,431	54	181	70
Memphis	Tenn.	292.9	321.9	29	109.9	227,150	33	402,447	39	1,250	79	229	55
Miami	Fla.	172.2	212.0	48	123.1	145,115	50	249,238	61	1,176	86	154	82
Milwaukee	Wis.	587.5	620.0	13	105.5	426,022	14	975,692	13	1,574	37	101	98
Minneapolis	Minn.	492.4	516.2	16	104.8	355,282	17	821,489	18	1,591	34	253	48
Mobile	Ala.	78.7	155.0	64	197.0	93,567	72	181,189	76	1,169	89	258	44
Nashville	Tenn.	167.4	176.8	59	105.6	114,970	67	263,926	58	1,493	46	274	39
Newark	N. J.	429.8	448.0	21	104.2	383,863	16	846,780	17	1,890	12	255	47
New Bedford	Mass.	110.3	115.1	84	104.4	58,967	97	137,789	92	1,197	85	151	85
New Haven	Conn.	160.6	179.2	58	111.6	152,569	47	333,989	49	1,864	13	309	30
New Orleans	La.	494.5	525.8	15	106.3	237,160	32	736,050	20	1,400	59	278	38
New York	N. Y.	7,455.0	7,108.4	1	95.4	3,873,577	1	10,009,973	1	1,408	57	160	80
Norfolk	Va.	144.3	182.2	54	126.3	132,611	56	283,926	54	1,558	41	798	1

(Continued on page 36)

The city that outlistens the nation

★ When Mr. Hooper picks up his telephone, rings Cleveland homes and asks if radio sets are turned on . . . he gets more "yesses" per hundred calls than he averages across the whole country.

Take the latest seasonal C. E. Hooper ratings. Simple arithmetic reveals that Cleveland generally has anywhere from ten to twenty-eight percent more sets-in-use than the national average. Break the figures down into almost any period you choose, and the story still is the same . . . Sunday afternoon, 27% more . . . Sunday evening, 18% more . . . Monday thru Friday afternoon, 10% more . . . Monday thru Friday evening, 28% more . . . Saturday evening, 13% more.

There are only three stations operating nighttime, four daytime, in Cleveland. That's less than the minimum in any of the top seventeen cities surveyed by Hooper. Cleveland listening to all "outside" stations, even at night, totals only a 1.2 average Hooper rating.

So it is that, with less competition, plus the high percentage of sets-in-use, radio advertisers get more for their money in Cleveland, the community that goes for radio in a big way . . . *the city that outlistens the nation!*

WGAR
THE FRIENDLY STATION
Cleveland

RADIO
IN THE SERVICE OF HOME AND NATION

BASIC STATION
COLUMBIA BROADCASTING
SYSTEM

G. A. Richards, Pres. . . John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Company, Inc., National Representative



Summary of Data for 100 Largest Cities

(These cities are the largest (in 1943 population) of those appearing monthly in "High-Spot" Cities.)

(Continued from page 32)

CITY	STATE	POPULATION 1940 vs. 1943				SM RETAIL SALES Year ending Sept. 30, 1943		SM EFFECTIVE BUYING INCOME— Year Ending September 30, 1943					
		1940 Official	1943 (Local estimate Aug. 1)	Rank 1943	Ratio 1943 to 1940	Dollars (in thousands)	Rank in Group	Dollars (in thousands)	Rank in Group	Per Capita dollars	Per capita Rank in Group	$ Increase 1943 over 1942	Rank in dollar increase
Oakland	Calif.	302.2	368.8	26	122.0	$347,655	20	$676,848	24	$1,835	15	239	52
Oklahoma City	Okla.	204.4	246.4	42	120.5	190,840	41	351,824	45	1,460	51	493	3
Omaha	Neb.	223.8	231.0	44	103.2	168,257	44	411,515	36	1,781	18	467	4
Paterson	N. J.	139.7	144.2	67	103.2	127,817	61	227,396	65	1,577	36	213	60
Peoria	Ill.	105.1	101.0	98	96.1	87,601	77	157,836	83	1,563	40	262	41
Philadelphia	Pa.	1,931.3	1,944.2	3	100.7	1,188,495	4	2,421,211	5	1,245	80	215	59
Pittsburgh	Pa.	671.7	679.3	12	101.1	530,466	10	928,871	14	1,367	66	166	78
Portland	Ore.	305.4	425.0	22	139.2	354,667	18	857,704	15	2,018	7	305	31
Providence	R. I.	253.5	247.8	41	97.8	237,590	31	406,011	37	1,638	29	178	72
Reading	Pa.	110.6	112.3	88	101.5	76,198	82	130,309	94	1,160	91	140	94
Richmond	Va.	193.0	231.9	43	120.2	185,104	42	388,039	41	1,673	25	329	22
Rochester	N. Y.	325.0	321.0	30	98.8	217,352	35	431,020	35	1,343	68	168	76
Rock Island-Moline East Moline	Ill.	89.8	102.6	96	114.3	57,706	98	111,369	101	1,085	98	181	70
Sacramento	Calif.	106.0	115.6	83	109.1	106,461	68	233,095	64	2,016	8	262	41
St. Louis	Mo.	816.0	860.0	8	105.4	508,795	12	1,376,000	10	1,600	32	334	20
St. Paul	Minn.	287.7	295.8	38	102.8	222,928	34	449,116	31	1,518	43	299	32
Salt Lake City	Utah	149.4	180.0	56	120.5	160,997	46	237,945	63	1,322	73	441	7
San Antonio	Texas	253.9	300.0	34	118.2	162,085	45	386,615	42	1,289	76	351	15
San Diego	Calif.	203.3	385.0	25	189.4	261,970	27	740,050	19	1,922	10	382	13
San Francisco	Calif.	634.5	686.3	11	108.2	510,150	11	1,528,779	7	2,228	2	419	8
Savannah	Ga.	96.0	135.0	69	140.6	67,219	91	126,959	95	940	100	35	101
Schenectady	N. Y.	87.5	100.0	100	114.3	61,288	95	141,731	90	1,417	56	264	40
Scranton	Pa.	140.4	118.0	82	84.0	69,530	87	138,279	91	1,172	87	142	90
Seattle	Wash.	268.3	485.0	18	180.8	446,781	13	1,067,506	12	2,201	3	291	36
Shreveport	La.	98.2	115.0	85	117.1	67,417	90	183,456	74	1,595	33	317	24
South Bend	Ind.	101.3	112.0	89	110.6	75,932	83	147,021	86	1,313	74	193	66
Spokane	Wash.	122.0	150.0	66	123.0	128,976	59	325,556	50	2,170	5	315	25
Springfield	Mass.	149.6	160.0	63	107.0	129,516	58	256,844	59	1,605	31	204	63
Syracuse	N. Y.	206.0	205.0	50	99.5	139,780	53	274,107	56	1,337	70	167	77
Tacoma	Wash.	109.4	138.0	68	126.1	130,180	57	267,940	57	1,942	9	256	46
Tampa	Fla.	108.4	124.6	77	114.9	74,092	85	143,159	89	1,149	92	149	87
Toledo	Ohio	282.3	276.0	38	97.8	204,659	37	481,803	30	1,745	19	392	12
Trenton	N. J.	124.7	126.0	75	101.0	97,495	69	175,828	78	1,395	61	188	68
Tulsa	Okla.	142.2	180.3	55	126.8	119,029	66	250,342	60	1,388	65	292	35
Utica	N. Y.	100.5	107.0	92	106.5	67,835	89	145,478	87	1,360	67	310	28
Washington	D. C.	663.1	779.1	10	117.5	721,055	7	1,437,154	9	1,844	14	399	11
Waterbury	Conn.	99.3	108.0	91	108.8	75,688	84	205,872	69	1,906	11	315	25
Wichita	Kan.	115.0	184.1	53	160.1	122,909	63	320,334	51	1,740	22	560	2
Wilmington	Del.	112.5	123.8	78	110.0	119,702	65	203,190	70	1,641	28	348	16
Worcester	Mass.	193.7	195.0	51	100.7	137,525	55	274,603	55	1,408	57	222	57
Youngstown	Ohio	167.7	168.0	61	100.2	124,208	62	207,782	68	1,237	81	142	90
Total		38,849.1	41,859.6			28,455,983		63,600,406					
% of U. S. A.						46.4		46.3					



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AMERICA'S 12th CITY
in per capita buying income
(See City list on page 32)

you need the 70% *family coverage of the* NEWARK EVENING NEWS

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FROM BEGINNING to end, as shown by frequent surveys, Parade is America's best-read magazine section. For that matter, Parade leads all *magazines* for family readership!

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BUT IN BUILDING a picture-story, Parade chose from hundreds of pictures those that would tell one family's escape to freedom, step by step. The "Parade Touch" was brought into play.



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WHETHER by using pictures available to everybody, or by *pre-editing* stories — planning and photographing special sequences — Parade's stories have suspense and climax *because they treat subjects in terms of individual people.* More about Parade editorial methods next month!

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Chicago Sun
Denver Rocky Mountain News
Detroit Free Press
El Paso Times
Jacksonville Florida Times-Union
Nashville Tennessean
New Bedford Standard Times
Newark Star-Ledger
Portland (Me.) Sunday Telegram
Syracuse Herald-American
Toledo Times
Washington Post
Youngstown Vindicator

Total Circulation 2,000,000

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405 LEXINGTON AVENUE, NEW YORK 17, N.Y.

County Civilian Populations of 137 Metropolitan Districts

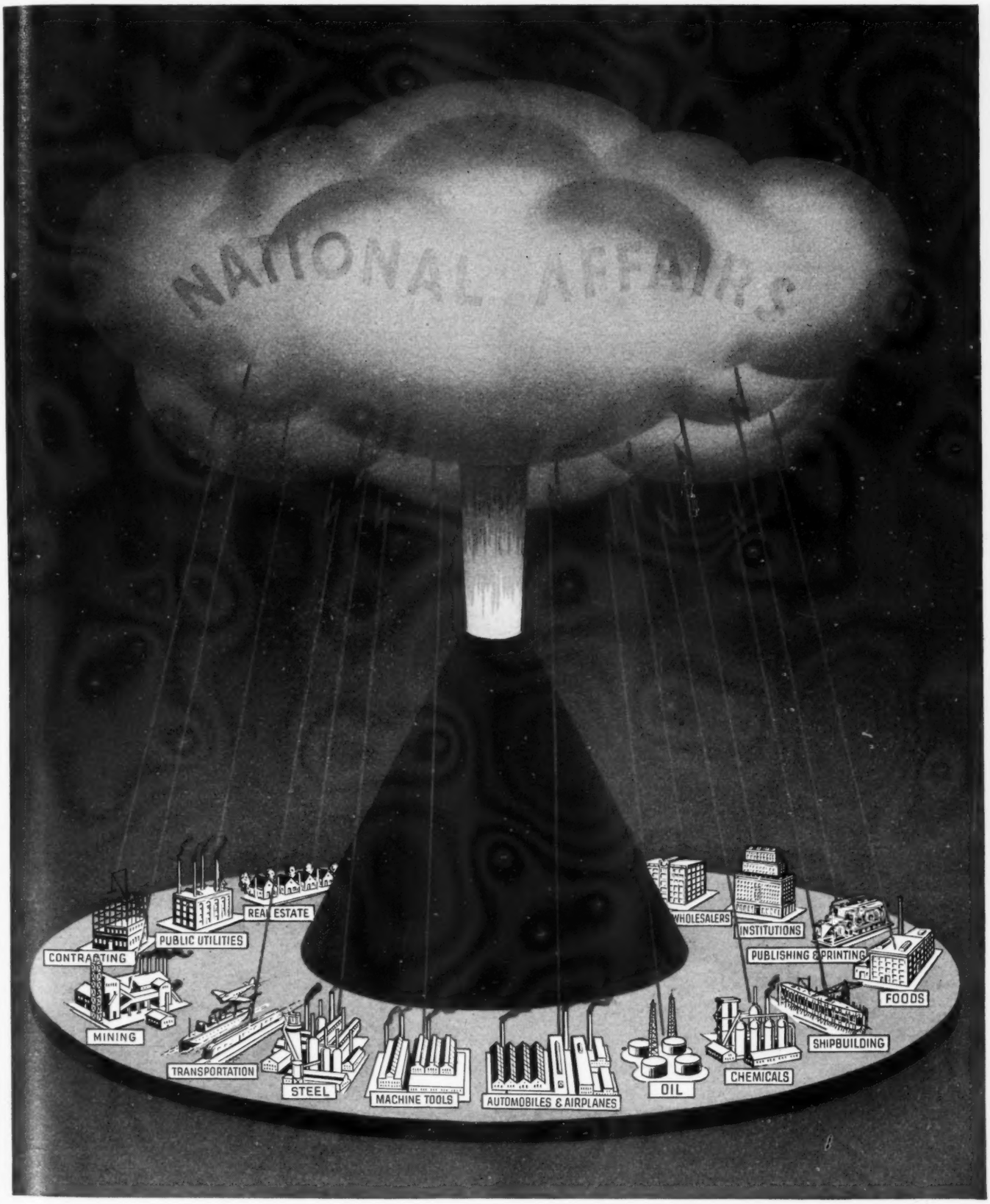
As shown by revised OPA Number 2 registration figures, April 1, 1943

The 137 metropolitan districts of the country, which were set up several years back by the Bureau of the Census contain 237 counties which have at least half their population in the densely settled minor civil divisions in and around the selected cities of 50,000 or more inhabitants.

These districts, in the aggregate, have had a war-time increase in civil population since 1940 as against an overall national decrease.

Metropolitan Counties	OPA No. 2 Ration Book Registration April 1, 1943	Estimated civilian population April 1, 1940	Estimated change between April 1, 1940 and April 1, 1943	
			Number	Per Cent
Total (137 areas)	69,547,491	66,775,729	2,771,762	4.2
Akron Met. Co. (Summit Co., Ohio)	366,715	339,405	27,310	8.1
Albany-Schenectady-Troy Met. Cos. (Albany, Rensselaer and Schenectady Cos., N. Y.)	451,715	465,500	—13,785	—3.0
Allentown-Bethlehem-Easton Met. Cos. (Lehigh and Northampton Cos., Pa.)	347,487	346,492	995	.3
Altoona Met. Co. (Blair Co., Pa.)	130,465	140,358	—9,893	—7.0
Amarillo Met. Co. (Potter Co., Tex.)	59,442	54,265	5,177	9.5
Asheville Met. Co. (Buncombe Co., N. C.)	99,549	108,755	—9,206	—.8
Atlanta Met Cos. (DeKalb and Fulton Cos., Ga.)	533,600	477,261	56,339	11.8
Atlantic City Met. Co. (Atlantic Co., N. J.)	109,477	124,037	—14,560	—11.7
Augusta Met. Co. (Richmond Co., Ga.)	88,000	81,337	6,663	8.2
Austin Met. Co. (Travis Co., Tex.)	109,893	111,053	—1,160	—1.0
Baltimore Met. Cos. (Baltimore city, Anne Arundel and Baltimore Cos., Md.)	1,214,013	1,073,221	140,792	13.1
Beaumont-Port Arthur Met. Co. (Jefferson Co., Tex.)	180,326	145,296	35,030	24.1
Binghamton Met. Co. (Broome Co., N. Y.)	160,142	165,749	—5,607	—3.4
Birmingham Met. Co. (Jefferson Co., Ala.)	493,266	459,930	33,336	7.2
Boston Met. Cos. (Essex, Middlesex, Norfolk, Plymouth and Suffolk Cos., Mass.)	2,731,730	2,821,477	—89,747	—3.2
Bridgeport Met. Co. (Fairfield Co., Conn.)	442,113	418,384	23,729	5.7
Buffalo-Niagara Falls Met. Cos. (Erie and Niagara Cos., N. Y.)	983,808	957,677	26,131	2.7
Canton Met. Co. (Stark Co., Ohio)	250,442	234,887	15,555	6.6
Cedar Rapids Met. Co. (Linn Co., Ia.)	88,715	89,142	—427	—.5
Charleston, S. C. Met. Co. (Charleston Co., S. C.)	158,600	117,694	40,906	34.7
Charleston, W. Va. Met. Co. (Kanawha Co., W. Va.)	215,597	195,368	20,229	10.4
Charlotte Met. Co. (Mecklenburg Co., N. C.)	160,273	151,826	8,447	5.6
Chattanooga Met. Cos. (Hamilton Co., Tenn.; Walker Co., Ga.)	222,811	211,334	11,477	5.4
Chicago Met. Cos. (Cook, Du Page and Lake Cos., Ill.; Lake Co., Ind.)	4,633,708	4,574,692	59,016	1.3
Cincinnati Met. Cos. (Hamilton Co., Ohio; Dearborn Co., Ind.; Campbell and Kenton Cos., Ky.)	865,214	808,156	57,058	7.1
Cleveland Met. Co. (Cuyahoga Co., Ohio)	1,223,443	1,216,859	6,584	.5
Columbia Met. Co. (Richland Co., S. C.)	116,585	104,839	11,746	11.2
Columbus, Ga. Met. Cos. (Muscogee Co., Ga.; Russell Co., Ala.)	144,166	111,269	32,897	29.6
Columbus, Ohio Met. Co. (Franklin Co., Ohio)	417,383	387,644	29,739	7.6
Corpus Christi Met. Co. (Nueces Co., Tex.)	124,574	92,644	31,930	34.4
Dallas Met. Co. (Dallas Co., Tex.)	452,964	398,471	54,493	13.6
Davenport (Iowa)-Rock Island-Moline (Ill.) Met. Cos. (Scott Co., Ia.; Rock Island Co., Ill.)	204,886	197,673	7,213	3.6
Dayton Met. Co. (Montgomery Co., Ohio)	343,847	295,480	48,367	16.4
Decatur Met. Co. (Macon Co., Ill.)	85,076	84,693	383	.4
Denver Met. Cos. (Arapahoe, Denver and Jefferson Cos., Colo.)	412,728	381,267	31,461	8.2
Des Moines Met. Co. (Polk Co., Ia.)	193,876	194,575	—699	—.4
Detroit Met. Cos. (Macomb, Oakland and Wayne Cos., Mich.)	2,616,531	2,373,823	242,708	10.2
Duluth (Minn.)-Superior (Wis.) Met. Cos. (St. Louis Co., Minn.; Douglas Co., Wis.)	232,191	253,986	—21,795	—.9
Durham Met. Co. (Durham Co., N. C.)	85,676	80,244	5,432	6.7
El Paso Met. Co. (El Paso Co., Tex.)	140,420	125,868	14,552	11.5

(Continued on page 40)



By day and night - a continuous mass eruption of important news, and every Friday a sorting, sifting, and spot-analyzing by

The United States News

- then sped to Management Men in every industry for Monday reading.

County Civilian Populations of 137 Metropolitan Districts

As shown by revised OPA Number 2 registration figures, April 1, 1943

(Continued from page 38)

Metropolitan Counties	OPA No. 2 Ration Book Registration April 1, 1943	Estimated civilian population April 1, 1940	Estimated change between April 1, 1940 and April 1, 1943	
			Number	Per Cent
Erie Met. Co. (Erie Co., Pa.)	190,455	180,813	9,642	5.3
Evansville Met. Cos. (Vanderburgh Co., Ind.; Henderson Co., Ky.)	173,740	157,766	15,974	10.1
Fall River-New Bedford Met. Co. (Bristol Co., Mass.)	346,163	364,604	—18,441	—5.1
Flint Met. Co. (Genesee Co., Mich.)	229,545	227,944	1,601	.7
Fort Wayne Met. Co. (Allen Co., Ind.)	155,685	155,084	601	.4
Fort Worth Met. Co. (Tarrant Co., Tex.)	260,144	225,521	34,623	15.3
Fresno Met. Co. (Fresno Co., Calif.)	167,174	178,565	—11,391	—6.4
Galveston Met. Co. (Galveston Co., Tex.)	99,981	79,798	20,183	2.5
Grand Rapids Met. Co. (Kent Co., Mich.)	232,452	246,338	—13,886	—5.6
Hamilton-Middletown Met. Co. (Butler Co., Ohio)	126,753	120,249	6,504	5.4
Harrisburg Met. Co. (Dauphin Co., Pa.)	172,018	176,952	—4,934	—2.8
Hartford-New Britain Met. Cos. (Hartford and Middlesex Cos., Conn.)	537,373	506,188	31,185	6.2
Houston Met. Co. (Harris Co., Tex.)	604,962	528,961	76,001	14.4
Huntington (W. Va.)-Ashland (Ky.) Met. Cos. (Cabell Co., W. Va.; Boyd Co., Ky.; Lawrence Co., Ohio)	181,666	190,102	—8,436	—4.4
Indianapolis Met. Co. (Marion Co., Ind.)	505,717	457,591	48,126	10.5
Jackson Met. Co. (Hinds Co., Miss.)	117,313	107,273	10,040	9.0
Jacksonville Met. Co. (Duval Co., Fla.)	257,991	210,143	47,848	22.7
Johnstown Met. Co. (Cambria Co., Pa.)	197,358	213,459	—16,101	—7.5
Kalamazoo Met. Co. (Kalamazoo Co., Mich.)	99,556	100,060	—504	— .5
Kansas City (Mo.)-Kansas City (Kan.) Met. Cos. (Jackson Co., Mo.; Johnson and Wyandotte Cos., Kan.)	704,262	656,225	48,037	7.3
Knoxville Met. Co. (Knox Co., Tenn.)	186,166	178,468	7,698	4.3
Lancaster Met. Co. (Lancaster Co., Pa.)	203,429	212,504	—9,075	—4.3
Lansing Met. Co. (Ingham Co., Mich.)	124,181	130,616	—6,435	—5.0
Lincoln Met. Co. (Lancaster Co., Neb.)	95,238	100,585	—5,347	—5.3
Little Rock Met. Co. (Pulaski Co., Ark.)	174,643	156,020	18,623	11.9
Los Angeles Met. Cos. (Los Angeles and Orange Cos., Calif)	3,188,627	2,913,758	274,869	9.4
Louisville Met. Cos. (Jefferson Co., Ky.; Clark and Floyd Cos., Ind.)	513,166	451,350	61,816	13.7
Macon Met. Co. (Bibb Co., Ga.)	99,500	83,783	15,717	18.9
Madison Met. Co. (Dane Co., Wis.)	136,508	130,660	5,848	4.5
Manchester Met. Co. (Hillsborough Co., N. H.)	139,823	144,888	—5,065	—3.5
Memphis Met. Co. (Shelby Co., Tenn.)	390,102	358,151	31,951	8.9
Miami Met. Co. (Dade Co., Fla.)	307,150	267,739	39,411	14.7
Milwaukee Met. Co. (Milwaukee Co., Wis.)	777,805	766,769	11,036	1.4
Minneapolis-St. Paul Met. Cos. (Anoka, Hennepin, Ramsey and Washington Cos., Minn.)	924,272	924,433	—161	—
Mobile Met. Co. (Mobile Co., Ala.)	238,843	141,515	97,328	68.7
Montgomery Met. Co. (Montgomery Co., Ala.)	118,350	111,428	6,922	6.1
Nashville Met. Co. (Davidson Co., Tenn.)	265,422	257,267	8,155	3.2
New Haven Met. Co. (New Haven Co., Conn.)	494,438	484,316	10,122	2.1
New Orleans Met. Cos. (Jefferson and Orleans Parishes, La.)	588,070	544,510	43,560	8.0
New York-Northeastern New Jersey Met. Cos. (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland and Westchester Cos., N. Y.; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic and Union Cos., N. J.)	11,207,513	11,524,018	—316,505	—2.7
Norfolk-Portsmouth-Newport News Met. Cos. (Hampton, Newport News, Norfolk, Portsmouth and South Norfolk cities; and Elizabeth City, Norfolk, Princess Anne and Warwick Cos., Va.)	477,780	321,560	156,220	48.6
Oklahoma City Met. Co. (Oklahoma Co., Okla.)	270,259	244,159	26,100	10.7
Omaha (Neb.)-Council Bluffs (Ia.) Met. Cos. (Douglas Co., Nebr.; Pottawattamie Co., Ia.)	313,689	313,442	247	.1
Peoria Met. Cos. (Peoria and Tazewell Cos., Ill.)	203,631	211,736	—8,105	—3.8
Philadelphia Met. Cos. (Delaware, Montgomery, and Philadelphia Cos., Pa.; Burlington, Camden and Gloucester Cos., N. J.)	3,008,773	2,953,124	55,649	1.9

(Continued on page 44)

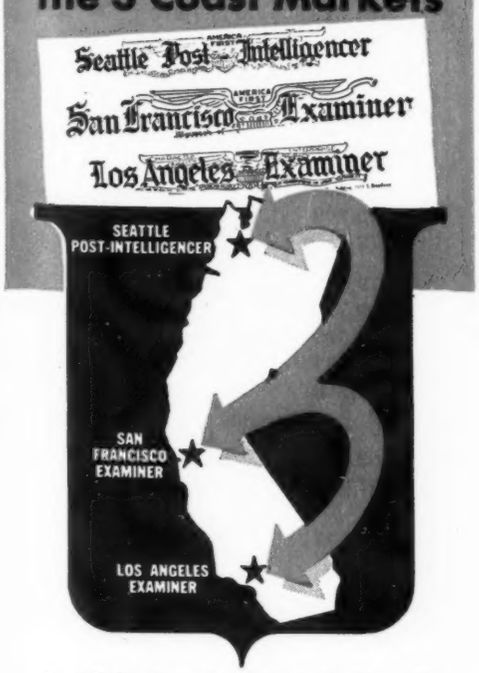
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THE BIG THREE — *Pacific Coast Coverage*

County Civilian Populations of 137 Metropolitan Districts

As shown by revised OPA Number 2 registration figures, April 1, 1943

(Continued from page 40)

Metropolitan Counties	OPA No. 2 Ration Book Registration April 1, 1943	Estimated civilian population April 1, 1940	Estimated change between April 1, 1940 and April 1, 1943	
			Number	Per Cent
Phoenix Met. Co. (Maricopa Co., Ariz.)	212,129	186,193	25,936	13.9
Pittsburgh Met. Cos. (Allegheny, Fayette, Washington and Westmoreland Cos., Pa.)	2,120,934	2,126,769	—5,835	—.3
Portland, Me. Met. Co. (Cumberland Co., Me.)	161,125	143,686	17,439	12.1
Portland, Ore. Met. Cos. (Clackamas and Multnomah Cos., Ore.)	503,663	412,229	91,434	22.2
Providence Met. Cos. (Bristol, Kent, Newport, and Providence Cos., R. I.)	670,807	676,389	—5,582	—.8
Pueblo Met. Co. (Pueblo Co., Colo.)	71,134	68,870	2,264	3.3
Racine-Kenosha Met. Cos. (Kenosha and Racine Cos., Wis.)	154,783	157,470	—2,687	—1.7
Reading Met. Co. (Berks Co., Pa.)	227,638	241,884	—14,246	—5.9
Richmond Met. Cos. (Richmond city, Henrico Co., Va.)	256,948	235,002	21,946	9.3
Roanoke Met. Cos. (Roanoke city, Roanoke Co., Va.)	110,738	112,184	—1,446	—1.3
Rochester Met. Co. (Monroe Co., N. Y.)	425,570	438,188	—12,618	—2.9
Rockford Met. Co. (Winnebago Co., Ill.)	127,743	121,115	6,628	5.5
Sacramento Met. Co. (Sacramento Co., Calif.)	181,986	169,770	12,216	7.2
Saginaw-Bay City Met. Cos. (Bay and Saginaw Cos., Mich.)	205,074	205,449	—375	—.2
St. Joseph Met. Co. (Buchanan Co., Mo.)	78,863	94,067	—15,204	—16.2
St. Louis Met. Cos. (St. Louis city, St. Charles, and St. Louis Cos., Mo.; Madison and St. Clair Cos., Ill.)	1,523,900	1,429,443	94,457	6.6
Salt Lake City Met. Co. (Salt Lake Co., Utah)	238,083	211,085	26,998	12.8
San Antonio Met. Co. (Bexar Co., Tex.)	421,524	315,800	105,724	33.5
San Diego Met. Co. (San Diego Co., Calif.)	394,957	276,079	118,878	43.2
San Francisco-Oakland Met. Cos. (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Calif.)	1,752,386	1,447,378	305,008	21.1
San Jose Met. Co. (Santa Clara Co., Calif.)	180,597	172,301	8,296	4.8
Savannah Met. Co. (Chatham Co., Ga.)	140,700	116,412	24,288	20.9
Scranton-Wilkes-Barre Met. Cos. (Lackawanna and Luzerne Cos., Pa.)	622,099	742,761	—120,662	—16.2
Seattle Met. Co. (King Co., Wash.)	615,986	503,353	112,633	22.3
Shreveport Met. Co. (Caddo Parish, La.)	136,089	150,203	—14,114	—9.4
Sioux City Met. Co. (Woodbury Co., Ia.)	95,058	103,627	—8,569	—8.3
South Bend Met. Co. (St. Joseph Co., Ind.)	169,033	161,823	7,210	4.4
Spokane Met. Co. (Spokane Co., Wash.)	171,343	162,620	8,723	5.4
Springfield, Ill. Met. Co. (Sangamon Co., Ill.)	118,202	117,912	290	.2
Springfield, Mo. Met. Co. (Greene Co., Mo.)	88,296	90,541	—2,245	—2.5
Springfield, Ohio Met. Co. (Clark Co., Ohio)	100,179	95,647	4,532	4.7
Springfield-Holyoke, Mass. Met. Cos. (Hampden and Hampshire Cos., Mass.)	398,395	404,509	—6,114	—1.5
Stockton Met. Co. (San Joaquin Co., Calif.)	138,153	134,207	3,946	2.9
Syracuse Met. Co. (Onondaga Co., N. Y.)	269,456	295,108	—25,652	—8.7
Tacoma Met. Co. (Pierce Co., Wash.)	206,289	173,262	33,027	19.1
Tampa-St. Petersburg Met. Cos. (Hillsborough and Pinellas Cos., Fla.)	313,145	272,000	41,145	15.2
Terre Haute Met. Co. (Vigo Co., Ind.)	97,130	99,709	—2,579	—2.6
Toledo Met. Co. (Lucas Co., Ohio)	328,979	344,333	—15,354	—4.5
Topeka Met. Co. (Shawnee Co., Kan.)	85,032	91,247	—6,215	—6.8
Trenton Met. Co. (Mercer Co., N. J.)	196,730	197,318	—588	—.3
Tulsa Met. Co. (Tulsa Co., Okla.)	213,927	193,363	20,564	10.6
Utica-Rome Met. Cos. (Herkimer and Oneida Cos., N. Y.)	253,494	263,163	—9,669	—3.7
Waco Met. Co. (McLennan Co., Tex.)	111,712	101,898	9,814	9.7
Washington, D. C. Met. Cos. (District of Columbia; Montgomery and Prince Georges Cos., Md.; Alexandria city and Arlington Co., Va.)	1,132,555	919,632	212,923	23.2
Waterloo Met. Co. (Black Hawk Co., Ia.)	78,582	79,946	—1,364	—1.7
Wheeling Met Cos. (Brooke, Marshall and Ohio Cos., W. Va.; Belmont Co., Ohio)	212,479	234,431	—21,952	—9.4
Wichita Met. Co. (Sedgwick Co., Kan.)	194,349	143,311	51,038	35.6
Wilmington Met. Co. (New Castle Co., Del.)	189,271	178,483	10,788	6.0
Winston-Salem Met. Co. (Forsyth Co., N. C.)	118,215	126,475	—8,260	—6.5
Worcester Met. Co. (Worcester Co., Mass.)	479,715	503,481	—23,766	—4.7
York Met. Co. (York Co., Pa.)	179,200	177,971	1,229	.7
Youngstown Met. Cos. (Mahoning and Trumbull Cos., Ohio)	373,983	372,566	1,417	.4

COMPLETE DECAL PROGRAM *Wins* DEALER ACCEPTANCE!



Southern Dairies
60 M STREET N. E.
WASHINGTON, D. C.

October 1, 1943

Mr. Mercer Bowers
The Meyercord Company
3701 North Broad Street
Philadelphia, Penna.

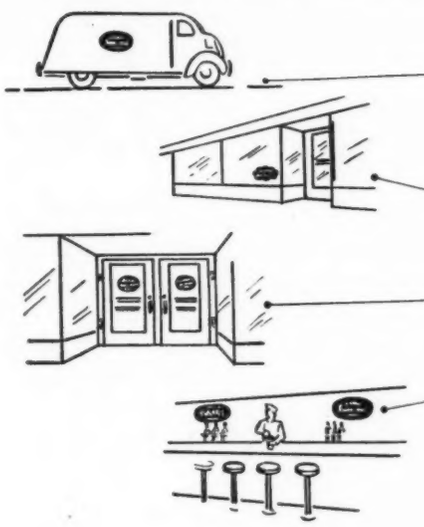
Dear Mr. Bowers:

When you were here the other day we were discussing the matter of the use of decals on trucks and at stores. I was recalling to you the number of years which Southern Dairies has very satisfactorily used decals for these purposes.

Our top of window valances which you made for us this year looks exceptionally good, and are getting a very fine reception from our dealers. We have used these valances, as you know, for the past eight or ten years, and they have given us an excellent identification at a very low cost. In addition, we have complemented these top of window decals with smaller trademark decals for windows, doors and backbars.

On our fleet of several hundred delivery vehicles we have had a number of changes in the past ten years and have used various types of decoration, both hand lettered and decal. We find that it is much easier for us to definitely standardize the decoration on our vehicles by means of decals.

Yours very truly,
SOUTHERN DAIRIES, INC.
Geo. L. Smith
General Sales Manager



Don't let media restrictions throw your advertising plans out of balance. Meyercord Decal signs can be integrated into a complete campaign of brand identification effectively . . . at low cost. (Read Mr. Smith's letter for proof!) Decals are durable, full-color, lustrous, washable, easy to use and require no critical metal. Decal signs are night-and-day, all-weather, out-of-the-backroom "point-of-sale" advertising that pack more publicity value per square inch for a longer period of time at lower cost. Have you paced the many modern uses of genuine Meyercord Decalcomania? For top-of-the-window valances, window and door signs, truck lettering, road signs, back-bar and show case signs? Use Decals in your next advertising program. Write for details to Dept. 4211.



Ten privilege panels (as illustrated) to fit the dealers business were used in the above valance program. Panels can be designed to fit any type of business desired.

MEYERCORD DECALS
THE MEYERCORD COMPANY
5323 WEST LAKE STREET • CHICAGO 44, ILLINOIS

1943 RETAIL SALES BY KINDS OF BUSINESS

The Bureau of the Census gathers sales data monthly from representative independent stores in 34 states. Figures for the 7 months through July, as compared with the similar 1942 period, show a gain of 18%.

This increase is greater than the total retail increase because (1) independents have gained more than chains in every line (2) some of the states with smallest retail gains are among those not covered in the Census reports.

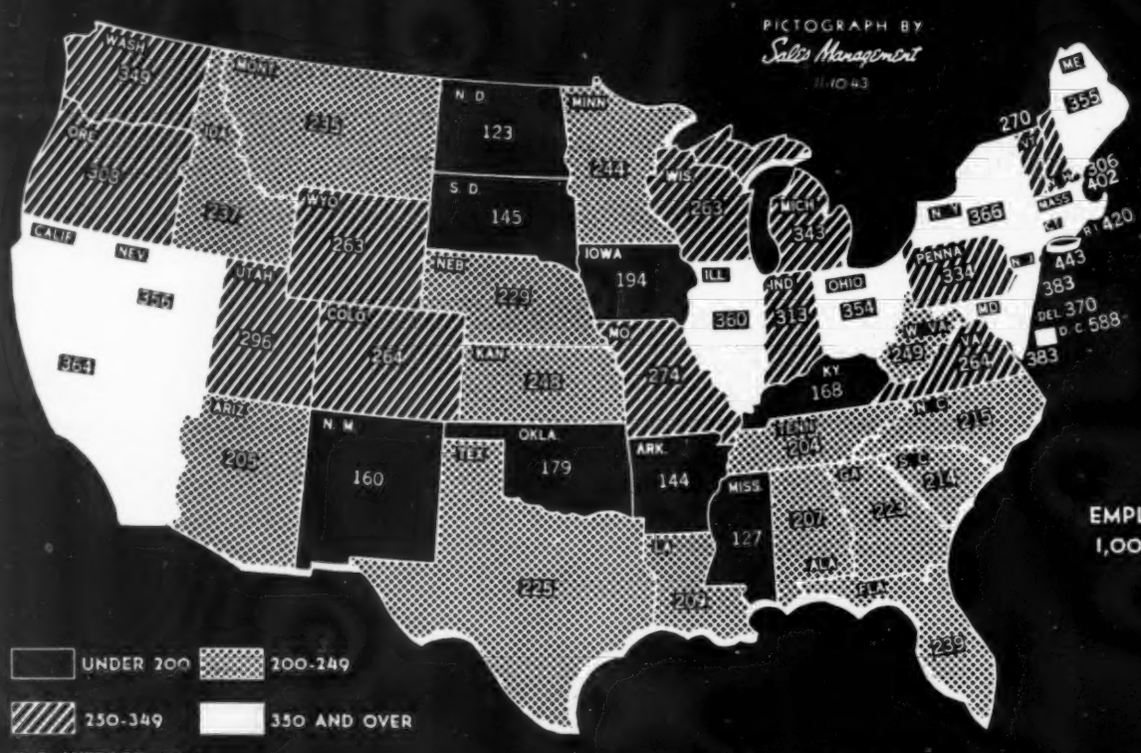
Here is the picture by kinds of business, commencing with stores showing losses and running up to those with greatest gains:

Source: Department of Commerce



EMPLOYMENT IN NON-AGRICULTURAL INDUSTRIES

As of May, 1943, 300 people out of every 1000 had employment outside of agriculture, which includes manufacturing, trade, services and government. By states this ranged from a low of 123 in North Dakota to a high of 588 in the District of Columbia.



Source: Bureau of Labor Statistics 8-7-43 and 3-1-43 population estimates.

PROVIDENCE

SYNONYM FOR

BONANZA!

SEE PAGE 134



PROVIDENCE has had no change in population figures since the census of 1940. Yet Sales Management's Interim Supplement to the Survey of Buying Power shows that effective buying income in this market has nearly doubled.

The increase totals $208,000,000 — a gain of 95%.

Obviously, this does not mean that, as individuals, every person in Providence has had his pay envelope doubled. As a war production center, more of us are working. But this doesn't alter the fact that, as a market, the same number of people have nearly twice as much money.

In Providence there have been a number of interesting and significant results from the same number of people having nearly twice as much money:

Retail sales for the twelve months ending September 30, 1943 totaled $237,590,000 — a gain of 74% since 1940.

During this same period Rhode Islanders have spent more than six hundred million dollars for new automobiles, radios, refrigerators, yachts, new homes, and a thousand other items — for postwar delivery. Obviously, we're speaking of savings. Bank savings and War Bonds.

Take War Bonds! Up to the 3rd War Bond drive, Rhode Islanders have salted away $144,000,000 just in War Bonds series E, G, and F. These are the common man's War Bonds — the 4th highest per capita purchase of such bonds in the U.S. In the 3rd War Bond campaign just concluded we've put away another $109,000,000 worth for 135% of our quota.

Bank savings? Up $22,000,000 — a tremendous total of $362,700,000. Man! What a postwar bonanza!

Yes, what the same number of people are doing with nearly twice as much money appears to prove that the Providence market is currently prosperous. Better still, there can be no doubt as to its great stability when civilian days are here again. Then, as they are now, nearly everyone in New England's second largest market will be reading and influenced by

THE PROVIDENCE JOURNAL-BULLETIN

REPRESENTATIVES: Ward-Griffith Co., Inc., New York • Chicago • Boston • Detroit • Atlanta • San Francisco

First 75 Metropolitan Counties In Percentage Population Gain

April 1, 1943 over April 1, 1940

(OPA registration No. 2 in counties having at least half their population with the metropolitan districts of the following cities)

	% Increase		% Increase
Mobile, Ala.	68.7	Corpus Christi, Texas	34.4
Norfolk-Portsmouth-Newport News, Va.	48.6	San Antonio, Texas	33.5
San Diego, Cal.	43.2	Columbus, Ga.	29.6
Wichita, Kan.	35.6	Beaumont-Port Arthur, Texas	24.1
Charleston, S. C.	34.7	Washington, D. C.	23.2
		Jacksonville, Fla.	22.7
Seattle, Wash.	22.3		
Portland, Ore.	22.2		
San Francisco-Oakland, Cal.	21.1		
Savannah, Ga.	20.9		
Tacoma, Wash.	19.1		
Macon, Ga.	18.9		
Dayton, Ohio	16.4		
Fort Worth, Texas	15.3		
Tampa-St. Petersburg, Fla.	15.2		
Miami, Fla.	14.7		
Houston, Texas	14.4		
Phoenix, Ariz.	13.9		
Louisville, Ky.	13.7		
Dallas, Texas	13.6		
Baltimore, Md.	13.1		
Salt Lake City, Utah	12.8		
Portland, Maine	12.1		
Little Rock, Ark.	11.9		
Atlanta, Ga.	11.8		
El Paso, Texas	11.5		
Columbia, S. C.	11.2		
Oklahoma City, Okla.	10.7		
Tulsa, Okla.	10.6		
Indianapolis, Ind.	10.5		
Charleston, W. Va.	10.4		
Detroit, Mich.	10.2		
Evansville, Ind.	10.1		
Waco, Texas	9.7		
Amarillo, Texas	9.5		
Los Angeles, Cal.	9.4		
Richmond, Va.	9.3		
Jackson, Miss.	9.0		
Memphis, Tenn.	8.9		
Augusta, Ga.	8.2		
Denver, Colo.	8.2		
Akron, Ohio	8.1		
New Orleans, La.	8.0		
Columbus, Ohio	7.6		
Kansas City, Mo.-Kansas City, Kans.	7.3		
Birmingham, Ala.	7.2		
Sacramento, Cal.	7.2		
Cincinnati, Ohio	7.1		
Durham, N. C.	6.7		
Canton, Ohio	6.6		
St. Louis, Mo.	6.6		
Hartford-New Britain, Conn.	6.2		
Montgomery, Ala.	6.1		
Wilmington, Del.	6.0		
Bridgeport, Conn.	5.7		
Charlotte, N. C.	5.6		
Rockford, Ill.	5.5		
Chattanooga, Tenn.	5.4		
Hamilton-Middletown, Ohio	5.4		
Spokane, Wash.	5.4		
Erie, Pa.	5.3		
San Jose, Cal.	4.8		
Springfield, Ohio	4.7		
Madison, Wis.	4.5		
South Bend, Ind.	4.4		
Knoxville, Tenn.	4.3		
Davenport, Iowa-Rock Island-Moline Ill.	3.6		
Pueblo, Colo.	3.3		
Nashville, Tenn.	3.2		
Stockton, Cal.	2.9		



Toledo and its ABC territory form Ohio's 3rd largest retail market. Industrial Toledo with its 530 busy manufacturing plants—surrounded by Ohio's richest and most productive agricultural area comprise Ohio's truly DOUBLE-VALUE market.

TOLEDO BUSINESS INDICES

First 9 months of 1943 over first 9 months of 1942

FACTORY WAGE EARNERS	+ 7.0%
INDUSTRIAL GAS CONSUMPTION	+18.1%
ELECTRIC POWER CONSUMPTION	+15.7%
BANK DEBITS	+15.3%
CARLOADINGS (Outbound Tons)	+ 4.9%
STREET CAR PASSENGERS	+31.9%
POSTAL RECEIPTS	+13.0%
DEPARTMENT STORE SALES	+19.0%
TOTAL RETAIL SALES	+15.5%

TOLEDO BLADE

One of America's Great Newspapers

REPRESENTED BY PAUL BLOCK AND ASSOCIATES

ELEVENTH OF A SERIES

DEDICATED TO THOSE WHOSE CONVICTION IS INDIVIDUAL ENTERPRISE AND WHO ADVERTISE NOW TO INSURE ITS CONTINUANCE

PUBLIC confidence—(goodwill)—has given many a company, beset by rapidly changing raw materials, designing problems and revolutionary research, time to prepare. Many are planning now and keeping the public advised of their plans through advertising.

•

Advertising—wisely planned, placed, and adequately continued—cheaply and efficiently enlarges the use of a product or provides the basis for an enlightened, intelligent public opinion.

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK . . . *World-Telegram* · COLUMBUS . . . . . *Citizen*
CLEVELAND . . . . . *Press* · CINCINNATI . . . . . *Post*
PITTSBURGH . . . . . *Press* · KENTUCKY . . . . . *Post*
SAN FRANCISCO . . . . *News* · *Covington edition, Cincinnati Post*
INDIANAPOLIS . . . . . *Times* · KNOXVILLE . . . *News-Sentinel*



DENVER . . . . *Rocky Mt. News* · EVANSVILLE . . . . . *Press*
BIRMINGHAM . . . . . *Post* · HOUSTON . . . . . *Press*
MEMPHIS . . *Commercial Appeal* · FORT WORTH . . . . . *Press*
MEMPHIS . . . . *Press-Scimitar* · ALBUQUERQUE . . . . *Tribune*
WASHINGTON . . . . . *News* · EL PASO . . . . . *Herald-Post*

NATIONAL ADVERTISING DEPARTMENT · 230 PARK AVENUE · NEW YORK
CHICAGO SAN FRANCISCO DETROIT MEMPHIS PHILADELPHIA

First 75 Metropolitan Counties In Total Population Gain

April 1, 1943 over April 1, 1940

(OPA Registration No. 2 in counties having at least half their population within the metropolitan districts of the following cities)

	Total Increase (Persons)		Total Increase (Persons)
San Francisco-Oakland, Cal.	305,008	Baltimore, Md.	140,792
Los Angeles, Cal.	274,869	San Diego, Cal.	118,878
Detroit, Mich.	242,708	Seattle, Wash.	112,633
Washington, D. C.	212,923	San Antonio, Texas	105,724
Norfolk-Portsmouth-Newport News, Va.	156,220	Mobile, Ala.	97,328
		St. Louis, Mo.	94,457

	Total Increase (Persons)
Portland, Oregon	91,434
Houston, Texas	76,001
Louisville, Ky.	61,816
Chicago, Ill.	59,016
Cincinnati, Ohio	57,058
Atlanta, Ga.	56,339
Philadelphia, Pa.	55,649
Dallas, Texas	54,493
Wichita, Kansas	51,038
Dayton, Ohio	48,367
Indianapolis, Ind	48,126
Kansas City, Mo.-Kansas City, Kans.	48,037
Jacksonville, Fla.	47,848
New Orleans, La.	43,560
Tampa-St. Petersburg, Fla.	41,145
Charleston, S. C.	40,906
Miami, Fla.	39,411
Beaumont-Port Arthur, Texas	35,030
Fort Worth, Texas	34,623
Birmingham, Ala.	33,336
Tacoma, Wash.	33,027
Columbus, Ga.	32,897
Memphis, Tenn.	31,951
Corpus Christi, Texas	31,930
Denver, Colo.	31,461
Hartford-New Britain, Conn.	31,185
Columbus, Ohio	29,739
Akron, Ohio	27,310
Salt Lake City, Utah	26,998
Buffalo-Niagara Falls, N. Y.	26,131
Oklahoma City, Okla.	26,100
Phoenix, Ariz.	25,936
Savannah, Ga.	24,288
Bridgeport, Conn.	23,729
Richmond, Va.	21,946
Tulsa, Okla.	20,564
Charleston, W. Va.	20,229
Galveston, Texas	20,183
Little Rock, Ark.	18,623
Portland, Maine	17,439
Evansville, Ind.	15,974
Macon, Ga.	15,717
Canton, Ohio	15,555
El Paso, Texas	14,552
Sacramento, Cal.	12,216
Columbia, S. C.	11,746
Chattanooga, Tenn.	11,477
Milwaukee, Wis.	11,036
Wilmington, Del.	10,788
New Haven, Conn.	10,122
Jackson, Miss.	10,040
Waco, Texas	9,814
Erie, Pa.	9,642
Spokane, Wash.	8,723
Charlotte, N. C.	8,447
San Jose, Cal.	8,296
Nashville, Tenn.	8,155
Knoxville, Tenn.	7,698
Davenport, Iowa-Rock Island-Moline, Ill.	7,213
South Bend, Ind.	7,210
Montgomery, Ala.	6,922
Augusta, Ga.	6,663
Rockford, Ill.	6,628
Cleveland, Ohio	6,584

★



HOMEWARD BOUND!

95% of the Journal's 35,000* net paid daily circulation is home delivered. That is why advertisers seeking adequate home coverage and satisfactory results in the ELIZABETH (N. J.) MARKET area, choose the only daily newspaper published in Eastern Union County.

*September, 1943

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

National Representatives: **WARD-GRIFFITH CO., INC.**



"Listen to this...."

Political thinking? Intelligent discussion? Well, when they build forums in the big cities they name them "Town Halls". It's the *towns* that have maintained the most democratic institution in America—that permit each man to express himself in public on Town Meeting Day. It's our towns and small cities that produce by far the highest percentage of people who achieve eminence and are represented in "Who's Who in America."

Sixty per cent of the population lives in our towns and small cities—does its shopping on Main Street, where more than half of the country's retail stores are located. Yet that biggest part of the nation's market is the least adequately covered by national advertising.

PATHFINDER—America's oldest news weekly—is edited exclusively for that one huge population group. Today it enjoys an intensely faithful readership among more than 400,000 subscribers. Now that operating control has been acquired by FARM JOURNAL, its editorial effectiveness is being heightened, it is being printed on better paper, its format has been modernized. With Graham Patterson as Publisher, and Robert West Howard as Editor, PATHFINDER'S service and influence are being vastly extended. A large circulation increase is dependent only on paper restrictions.

With its present low advertising rate of $800 per page, PATHFINDER is a splendid advertising investment. It is the one periodical read one hundred per cent in the richest potential, but least effectively covered market in the country.

PATHFINDER

News Weekly from the Nation's Capital

PATHFINDER BLDG. WASHINGTON, D. C.

ADVERTISING OFFICES:

Philadelphia . . . . . 230 West Washington Square
Washington, D. C. Pathfinder Building, 2414 Douglas St.
New York . . . . . Room 2013, Graybar Building
Chicago . . . . . Room 2101, 180 N. Michigan Ave.
Detroit . . . . . Room 5-267, General Motors Building
Seattle . . . . . W. F. Coleman, 1037 Henry Building
San Francisco . . W. F. Coleman, 300 Montgomery St.
Los Angeles . . . . . W. F. Coleman, 530 W. Sixth St.

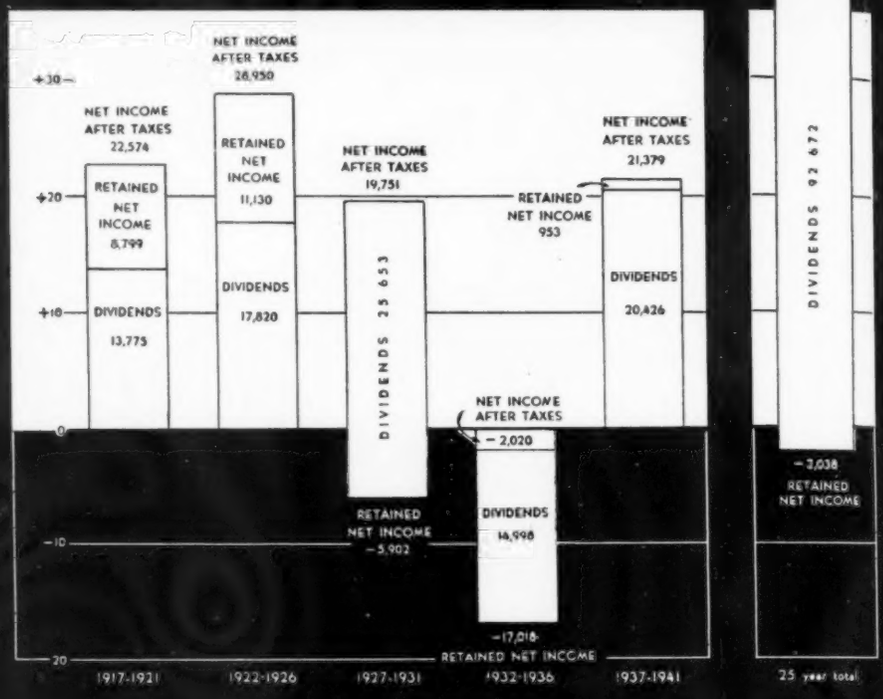
SALARIES-WAGES GREATER, DIVIDENDS LESS

Wage and salary earners have been receiving an ever-increasing share of our total national income produced. In 1919 it was 55%; in 1942 it was 67%.

Stockholders have not fared so well. Where dividends have held up it has been at the expense of their equities. For example, in all of the years 1930 through 1938 there was a net decrease in retained net income, for dividends in those years exceeded net income after taxes for the grand total of all active corporations in the U. S. A.

Here's the record by 5-year periods the past 25 years, in millions of dollars:

PICTOGRAPH BY
Sales Management
11-10-43



Source: National City Bank of New York, September, 1943, from the U. S. Treasury Dept. records.

In this quarter-century dividends exceeded earnings by more than $2 billion. How long can it keep up?

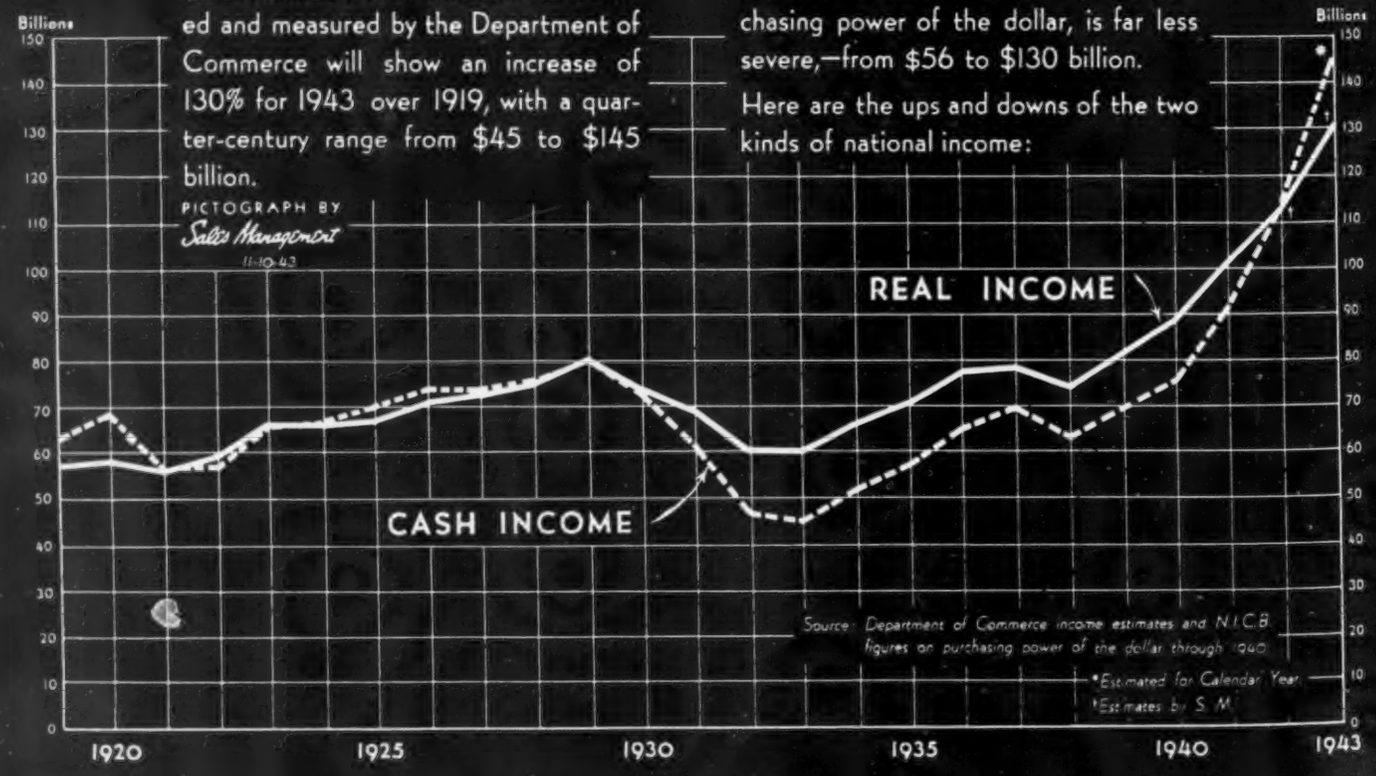
NATIONAL INCOME DOUBLE THAT OF LAST WAR

Cash income received by individuals (total realized national income) as defined and measured by the Department of Commerce will show an increase of 130% for 1943 over 1919, with a quarter-century range from $45 to $145 billion.

PICTOGRAPH BY
Sales Management
11-10-43

The extreme range in "real" income, which is income modified by the purchasing power of the dollar, is far less severe,—from $56 to $130 billion.

Here are the ups and downs of the two kinds of national income:



WCAE

can deliver all 3 { MARKET AUDIENCE AVAILABILITIES

THE MARKET . . . *rich, hustling, free-spending as always . . . and with radio listenership greater than in almost any other major market in the country!*

THE AUDIENCE . . . *responsive, entertainable . . . and, according to latest Hooper reports, tuning more and more to* WCAE!

THE AVAILABILITIES . . . *first-class times are still open in periods with high audience ratings. The all-afternoon Tune Factory program, for example, can offer availabilities with ratings equal to the best "script show" competition.*

Better phone or wire today!

The KATZ AGENCY { New York • Chicago Detroit • Atlanta Kansas City • Dallas San Francisco

WCAE PITTSBURGH 1250 K. C.—5000 WATTS MUTUAL BROADCASTING SYSTEM

HOW SAVINGS ARE PYRAMIDING

Source: Survey of Current Business, August 1943

Income payments to individuals—less taxes—less consumer expenditures—equals net savings of individuals.

In the first quarter of 1941 we were saving at an annual rate of $7.8 billion. Today the figure is nearly 400 per cent greater.

As of the second quarter of each year this is the annual rate of individual savings:



PICTOGRAPH BY *Sales Management* 11-10-43



1941



1942



1943

HERE'S WHERE INSURANCE COMPANIES FIND BUSINESS BEST

Insurance companies—especially the writers of ordinary life—try to tap individual savings. Here's how they succeeded in individual states during the first 7 months of 1943.

The figures show per capita values of ordinary life policies written:

PICTOGRAPH BY *Sales Management* 11-10-43



Source: Life Insurance Research Bureau

You Can't Cancel An Order For 630 Million Bushels Of Iowa Corn!





WMT, 600 Kilocycles, Iowa's Best Frequency, gives complete and effective coverage of over 22,000,000 acres of America's richest farm land. Programmed to please rural Iowa, WMT has a faithful following of farm folks who today have more money to spend than at any previous time in their history. Plan your own post-war prosperity now with a schedule on WMT.

IOWA's 1943 Corn Crop has been currently estimated by the United States Department of Agriculture at 630 million bushels. And, mister, that ain't hay. Translated into simple business arithmetic, this biggest of all Iowa corn crops spells extra purchasing power over and above all reasonable previous expectations. Iowa's farm income has consistently overshadowed its war contracts. Now, King Corn has given Iowa an anchor to the windward. You can't cancel an order for 630 million bushels of Iowa Corn. Its golden grist will quicken the tempo of trade in every town and village served by WMT. Alert sales managers have already set their sights on the big and booming Iowa Farm Market. Declare yourself in with a sales-building schedule on WMT.



ASIC COLUMBIA NETWORK — A COWLES STATIO

EDAR RAPIDS — **WMT** — WATERLO

00 Watts Day and Night • 600 K.C. — Represented by the Katz A

Shifts in Civilian Population, 1940—1943

Pacific, South Atlantic States Show Biggest Population Gains

THE apparent population of the continental United States shows a drop of more than one million from April, 1940, to April, 1943, but in actuality there was a decided gain as marriage rates and the number of births broke all previous records.

But since today's population estimates must be based upon rationing registrations and since men and women in the armed forces and inmates of institutions are not required to register, it will be some time after the war is over before it will be possible to get an accurate national count. Actual population, including men in the armed forces overseas, is doubtless well over 135 millions.

In the meantime, we must assume that drafting and enlistments have hit all states in proportion to their population, and if we accept that as a premise then the current shifts in population are as meaningful as they would be were all our citizens enumerated.

Greatest gains in populations have come in California, Florida, Maryland, Washington, the District of Columbia, Virginia, Texas and Michigan, all with gains of more than 100,000 during the three years. In these eight states the number of civilians increased 1.69 million, with California accounting for nearly 40% of the gain.

Connecticut, New Jersey, Ohio, Indiana, Delaware, Tennessee, Alabama, Louisiana, Arizona, Utah, Nevada and Oregon complete the roster of 12 states in which natural increase and in-migration was sufficient to offset losses to the armed services.

The West North Central states have been hardest hit, with all seven states showing a drop in population, and the section as a whole a 6.5% loss.

Numerically the greatest losses have occurred in New York and Pennsylvania, where the combined drop is more than half as much as the total gain for the eight states most benefited in population by the demands of the war economy. Other states with higher than average numerical and/or percentage losses include New Hampshire, Vermont, Massachusetts, Illinois, Wisconsin, Minnesota, Iowa, Missouri, the Dakotas, Nebraska, West Virginia, Kentucky, Arkansas, Oklahoma and all but three of the Mountain states. Yet several of these same states have major cities which show big gains in population.

	APRIL 1, 1943 (OPA #2 Reg.)		APRIL 1, 1940 (Census)		
	Number in Thousands	%	Number in Thousands	%	% of Change
UNITED STATES	130,287.7	100.0	131,323	100.0	— .8
NEW ENGLAND	8,244.6	6.4	8,421	6.4	— 2.1
Maine	808.2	.6	844	.6	— 4.3
N. Hampshire	457.7	.4	491	.4	— 6.7
Vermont	325.7	.3	357	.3	— 8.7
Massachusetts	4,171.9	3.2	4,312	3.3	— 3.1
Rhode Island	705.1	.5	709	.5	— .6
Connecticut	1,776.0	1.4	1,707	1.3	+ 4.0
MIDDLE ATLANTIC	26,641.1	20.4	27,494	20.9	— 2.9
New York	12,851.7	9.8	13,444	10.2	— 4.4
New Jersey	4,168.1	3.2	4,154	3.2	+ .3
Pennsylvania	9,621.3	7.4	9,896	7.5	— 2.8
EAST NORTH CENTRAL	26,473.2	20.3	26,599	20.3	— .5
Ohio	6,924.0	5.3	6,904	5.3	+ .3
Indiana	3,444.9	2.6	3,424	2.6	+ .6
Illinois	7,742.3	6.0	7,882	6.0	— 1.7
Michigan	5,362.7	4.1	5,251	4.0	+ 2.1
Wisconsin	2,999.3	2.3	3,137	2.4	— 4.7
WEST NORTH CENTRAL	12,612.1	9.7	13,496	10.3	— 6.5
Minnesota	2,572.2	1.9	2,789	2.1	— 7.8
Iowa	2,337.9	1.8	2,537	1.9	— 8.0
Missouri	3,637.8	2.8	3,784	2.9	— 3.7
North Dakota	549.6	.4	642	.5	—14.3
South Dakota	568.7	.5	643	.5	—11.6
Nebraska	1,214.2	1.0	1,313	1.0	— 7.3
Kansas	1,731.7	1.3	1,789	1.4	— 3.2
SOUTH ATLANTIC	18,261.3	14.0	17,723	13.5	+ 3.2
Delaware	274.0	.2	265	.2	+ 3.4
Maryland	1,996.0	1.5	1,806	1.4	+10.3
Dist. of Columbia	779.1	.6	658	.5	+18.4
Virginia	2,841.9	2.2	2,643	2.0	+ 7.6
West Virginia	1,793.2	1.3	1,902	1.4	— 6.2
North Carolina	3,495.7	2.7	3,563	2.7	— 1.8
South Carolina	1,886.4	1.5	1,893	1.4	— .4
Georgia	3,102.0	2.4	3,103	2.5	0.0
Florida	2,093.0	1.6	1,891	1.4	+10.7
EAST SOUTH CENTRAL	10,543.8	8.1	10,763	8.2	— 2.1
Kentucky	2,663.5	2.0	2,836	2.2	— 6.2
Tennessee	2,917.4	2.3	2,916	2.2	0.0
Alabama	2,867.4	2.2	2,828	2.2	+ 1.3
Mississippi	2,095.5	1.6	2,184	1.6	— 3.9
WEST SOUTH CENTRAL	12,882.5	9.9	13,018	9.9	— .9
Arkansas	1,854.2	1.4	1,948	1.5	— 4.9
Louisiana	2,392.8	1.8	2,359	1.8	+ 1.4
Oklahoma	2,141.6	1.7	2,330	1.7	— 8.1
Texas	6,493.9	5.0	6,382	4.9	+ 1.8
MOUNTAIN	4,038.9	3.1	4,133	3.1	— 2.2
Montana	489.0	.4	558	.4	—12.4
Idaho	466.2	.4	525	.4	—11.2
Wyoming	222.1	.2	245	.2	— 9.3
Colorado	1,066.7	.8	1,119	.8	— 5.4
New Mexico	509.8	.4	531	.4	— 3.8
Arizona	557.3	.4	497	.4	+12.1
Utah	589.2	.4	550	.4	+ 7.1
Nevada	138.6	.1	109	.1	+27.2
PACIFIC	10,590.2	8.1	9,675	7.4	+ 8.4
Washington	1,871.2	1.4	1,719	1.3	+ 8.8
Oregon	1,167.1	.9	1,088	.8	+ 7.3
California	7,551.9	5.8	6,868	5.3	+ 9.9

1st in New England

10 New England Cities with Greatest Percentage Increase Indicated for November, 1943, Retail Business.*

1. SPRINGFIELD, MASS.	139.6		
2. Portland	132.1	6. New Haven	114.0
3. Bridgeport	132.1	7. Stamford	113.7
4. Hartford	114.9	8. Worcester	112.8
5. New Bedford	114.5	9. Boston	112.7
		10. Providence	112.5

10th in United States

10 United States Cities with Greatest Percentage Increase Indicated for November, 1943, Retail Business.*

1. Austin, Tex.	165.3	6. Topeka, Kan	142.4
2. San Diego, Cal.	158.3	7. Evansville, Ind.	141.7
3. Wichita, Kan.	155.0	8. Oakland, Cal.	141.0
4. Savannah, Ga.	145.2	9. Portland, Ore.	140.0
5. Ogden, Utah	144.0		
10. SPRINGFIELD, MASS.	139.6		

SPRINGFIELD...

43rd U. S. City in Retail Sales

60th in Population

10 New England Cities with Most Retail Business Indicated for November, 1943.*

1. Boston	$70,650,000	6. New Haven	$14,150,000
2. Providence	22,950,000	7. Bridgeport	14,100,000
3. Hartford	21,300,000	8. Portland	11,550,000
4. SPRINGFIELD	17,000,000	9. Waterbury	7,350,000
5. Worcester	14,350,000	10. New Bedford	6,050,000

**Figures from Sales Management Estimate of retail Sales for Nov. 1943*



Springfield Newspapers

UNION • REPUBLICAN • DAILY NEWS

SAN FRANCISCO
R. J. Birch & Co.
300 Montgomery St.

BOSTON
The Springfield Newspapers
89 State St.

SPRINGFIELD MASS.

NEW YORK
The Springfield Newspapers
420 Lexington Ave.

CHICAGO
The Springfield Newspapers
30 North LaSalle St.

Population and Income Shifts for Selected Years, 1936-1943

	POPULATION				SM EFFECTIVE BUYING INCOME							
	1920 (Official)	% of U. S. A.	1943 (OPA Regis. No. 2)	% of U. S. A.	1936	% of U. S. A.	1937	% of U. S. A.	1940	% of U. S. A.	1943	% of U. S. A.
NEW ENGLAND												
Connecticut	1,606.9	1.3088	1,776.0	1.363	1,111,570	1.6593	1,228,270	1.7173	1,400,036	1.887	3,011,970	2.194
Maine	797.4	.6495	808.2	.621	297,800	.4445	454,070	.6348	447,304	.603	851,732	.620
Massachusetts	4,249.6	3.4613	4,171.9	3.202	3,012,860	4.4974	3,154,460	4.4103	3,205,598	4.321	5,250,841	3.826
New Hampshire	465.3	.3791	457.7	.351	195,040	.2911	283,856	.3969	262,499	.354	395,436	.288
Rhode Island	687.5	.5599	705.1	.541	440,880	.6581	489,820	.6848	485,802	.655	877,167	.639
Vermont	359.6	.2929	325.7	.250	190,780	.2848	220,090	.3077	205,200	.277	291,250	.212
	8,166.3	6.6515	8,244.6	6.328	5,248,930	7.8352	5,830,566	8.1518	6,006,439	8.097	10,678,396	7.779
MIDDLE ATLANTIC												
New Jersey	4,041.3	3.2917	4,168.1	3.199	2,494,800	3.7240	2,820,500	3.9434	2,904,689	3.916	5,584,249	4.069
New York	12,588.1	10.2529	12,851.7	9.864	10,614,210	15.8442	10,722,399	14.9911	10,630,554	14.329	16,807,449	12.244
Pennsylvania	9,631.3	7.8447	9,621.3	7.385	5,552,655	8.2886	6,041,280	8.4464	6,401,127	8.629	10,223,009	7.448
	26,260.7	21.3893	26,641.1	20.448	18,661,665	27.8568	19,584,179	27.3809	19,936,370	26.874	32,614,707	23.761
SOUTH ATLANTIC												
Delaware	238.4	.1942	274.0	.210	155,140	.2316	160,580	.2245	197,000	.267	398,583	.290
District of Columbia	486.9	.3966	779.1	.598	454,910	.6791	475,380	.6646	700,200	.944	1,437,154	1.047
Florida	1,468.2	1.1958	2,093.0	1.607	705,468	1.0531	764,720	1.0692	900,915	1.214	1,678,494	1.223
Georgia	2,908.5	2.3689	3,102.0	2.381	1,255,290	1.8738	985,055	1.3772	1,007,200	1.358	1,889,854	1.377
Maryland	1,631.5	1.3288	1,996.0	1.532	962,150	1.4362	1,013,170	1.4165	1,144,201	1.543	2,493,265	1.816
North Carolina	3,170.3	2.5822	3,495.7	2.683	991,880	1.4806	995,100	1.3913	1,090,020	1.470	2,204,082	1.606
South Carolina	1,738.8	1.4162	1,886.4	1.448	435,062	.6494	474,220	.6630	530,605	.715	1,170,562	.853
Virginia	2,421.8	1.9726	2,841.9	2.181	729,141	1.0884	927,714	1.2970	1,063,312	1.433	2,309,870	1.683
West Virginia	1,729.2	1.4083	1,793.2	1.376	547,100	.8167	668,453	.9346	753,807	1.016	1,324,924	.965
	15,793.6	12.8638	18,261.3	14.016	6,236,141	9.3089	6,464,392	9.0379	7,388,160	9.960	14,906,818	10.860
EAST NORTH CENTRAL												
Illinois	7,630.7	6.2152	7,742.3	5.943	4,798,850	7.1634	4,870,780	6.8099	5,229,420	7.050	8,984,112	6.545
Indiana	3,238.5	2.6377	3,444.9	2.644	1,623,510	2.4235	1,747,510	2.4432	1,868,102	2.518	3,520,321	2.565
Michigan	4,842.3	3.9441	5,362.7	4.116	3,063,389	4.5727	3,415,680	4.7755	3,503,499	4.723	6,626,187	4.827
Ohio	6,646.7	5.4137	6,924.0	5.314	3,923,350	5.8565	4,392,610	6.1414	4,486,291	6.048	8,112,921	5.910
Wisconsin	2,939.0	2.3938	2,999.3	2.302	1,677,110	2.5034	1,789,480	2.5019	1,766,194	2.381	3,104,220	2.262
	25,297.2	20.6045	26,473.2	20.319	15,086,209	22.5195	16,216,060	22.6719	16,853,506	22.720	30,347,764	22.109
EAST SOUTH CENTRAL												
Alabama	2,646.2	2.1554	2,887.4	2.201	612,223	.9139	661,859	.9254	682,202	.920	1,634,876	1.191
Kentucky	2,614.6	2.1298	2,663.5	2.044	808,360	1.2067	872,029	1.2192	872,096	1.176	1,628,700	1.186
Mississippi	2,009.8	1.6370	2,095.5	1.609	440,151	.6570	362,270	.5065	409,301	.552	1,074,426	.783
Tennessee	2,616.6	2.1312	2,917.4	2.239	848,181	1.2661	961,064	1.3437	911,099	1.228	1,774,054	1.293
	9,887.2	8.0532	10,543.8	8.093	2,708,915	4.0437	2,857,222	3.9948	2,874,698	3.876	6,112,056	4.453
WEST NORTH CENTRAL												
Iowa	2,470.9	2.0126	2,337.9	1.794	1,326,725	1.9804	1,322,685	1.8493	1,367,506	1.843	2,353,621	1.716
Kansas	1,881.0	1.5321	1,731.7	1.329	852,044	1.2719	885,500	1.2380	811,901	1.094	1,838,777	1.374
Minnesota	2,564.0	2.0883	2,572.2	1.974	1,417,040	2.1153	1,540,900	2.1543	1,594,792	2.150	2,502,684	1.823
Missouri	3,629.4	2.9561	3,637.8	2.792	1,965,830	2.9344	1,980,821	2.7694	1,933,307	2.606	3,554,100	2.589
Nebraska	1,378.1	1.1224	1,214.2	.932	617,155	.9212	607,890	.8499	613,712	.827	1,224,880	.892
North Dakota	680.8	.5545	549.6	.422	241,770	.3610	252,940	.3536	254,556	.343	427,832	.312
South Dakota	692.8	.5643	568.7	.437	250,634	.3741	253,390	.3543	276,678	.373	461,489	.336
	13,297.0	10.8303	12,612.1	9.680	6,671,198	9.9583	6,844,126	9.5688	6,852,452	9.236	12,411,383	9.042
WEST SOUTH CENTRAL												
Arkansas	1,854.5	1.5105	1,854.2	1.423	467,588	.6979	508,004	.7102	505,400	.681	981,972	.715
Louisiana	2,101.6	1.7117	2,392.8	1.837	631,240	.9423	705,261	.9860	789,800	1.065	1,732,416	1.262
Oklahoma	2,396.0	1.9516	2,141.6	1.644	974,316	1.4544	990,505	1.3848	945,898	1.275	1,682,198	1.225
Texas	5,824.7	4.7444	6,493.9	4.984	2,886,638	4.3089	2,996,100	4.1889	2,858,001	3.853	5,731,386	4.176
	12,176.8	9.9182	12,882.5	9.888	4,959,782	7.4035	5,199,870	7.2699	5,099,099	6.874	10,127,972	7.378
MOUNTAIN												
Arizona	435.6	.3548	557.3	.428	183,695	.2742	248,300	.3472	236,020	.318	501,548	.365
Colorado	1,035.8	.8436	1,066.7	.819	554,219	.8273	574,130	.8027	569,455	.768	1,037,406	.756
Idaho	445.0	.3625	466.2	.358	204,160	.3048	264,703	.3701	246,757	.333	417,049	.304
Montana	537.6	.4379	489.0	.375	239,640	.3577	341,104	.4769	345,355	.466	496,828	.362
Nevada	91.1	.0742	138.6	.106	58,776	.0877	74,050	.1035	90,650	.122	224,437	.163
New Mexico	423.3	.3448	509.8	.391	156,469	.2336	178,580	.2497	184,221	.248	330,996	.241
Utah	507.8	.4136	589.2	.452	268,310	.4005	274,360	.3836	284,818	.384	580,263	.423
Wyoming	225.6	.1837	222.1	.171	122,350	.1826	158,646	.2218	157,891	.213	262,403	.192
	3,701.8	3.0151	4,038.9	3.100	1,787,619	2.6684	2,113,873	2.9555	2,115,167	2.852	3,850,930	2.806
PACIFIC												
California	5,677.2	4.6241	7,551.9	5.796	4,000,364	5.9714	4,658,380	6.5129	5,316,416	7.167	11,767,465	8.572
Oregon	953.8	.7768	1,167.1	.896	580,391	.8664	643,076	.8991	641,201	.863	1,563,180	1.139
Washington	1,563.4	1.2734	1,871.2	1.436	1,050,362	1.5679	1,113,321	1.5565	1,098,497	1.481	2,882,736	2.101
	8,194.4	6.6743	10,590.2	8.128	5,631,117	8.4057	6,414,777	8.9685	7,056,114	9.511	16,213,381	11.812
U. S. TOTAL (Mainland)	122,775.0	100.	130,287.7	100.000	66,991,576	100.	71,525,065	100.	74,182,005	100.	137,263,407	100.000

Cincinnati's population now 838,070...

. . A substantial growth from the 1940 figure of 769,137. This figure is based on the number of War Ration Books No. 2 issued in the Cincinnati City Zone.

MORE people to buy MORE of your product.

Industrial employment has doubled—Wages have quadrupled

According to the Chamber of Commerce, industrial employment and wages in Cincinnati have made tremendous strides.

Industrial Employment Index *(1935-39 = 100)*

June 1943 Employment 212

June 1943 Wages 402

MORE money to be spent by MORE people for your products.

The adjoining charts show the progress made by this newspaper as an advertising medium serving the Cincinnati Market.

MORE than ever, an effective medium to reach the buyers in this wealthy market.

The Cincinnati Post

A Scripps-Howard Newspaper

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS - HOWARD NEWSPAPERS
230 PARK AVENUE, N. Y. C.



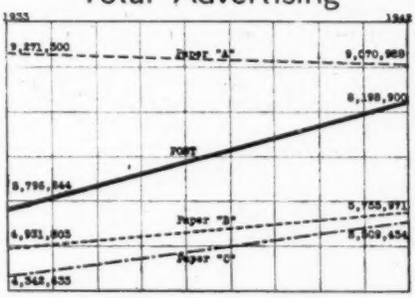
MEMBER OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS *and of* MEDIA RECORDS, INC.

CHICAGO • DETROIT • PHILADELPHIA • SAN FRANCISCO • MEMPHIS

POST PROGRESS IN TEN YEARS

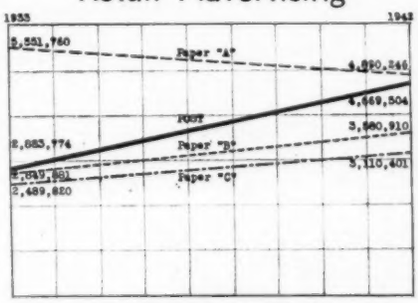
Linage from Media Records

Total Advertising



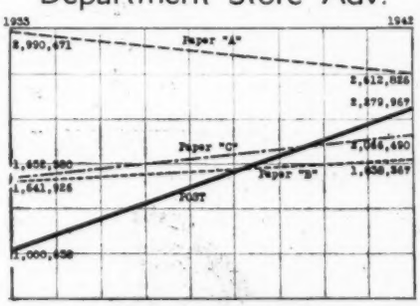
POST GAIN 41%

Retail Advertising



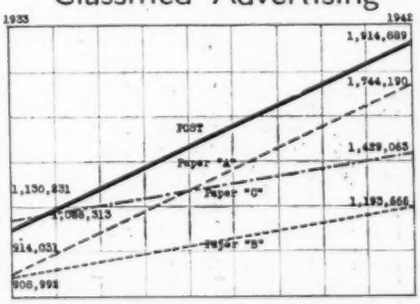
POST GAIN 62%

Department Store Adv.



POST GAIN 128%

Classified Advertising



POST GAIN 76%

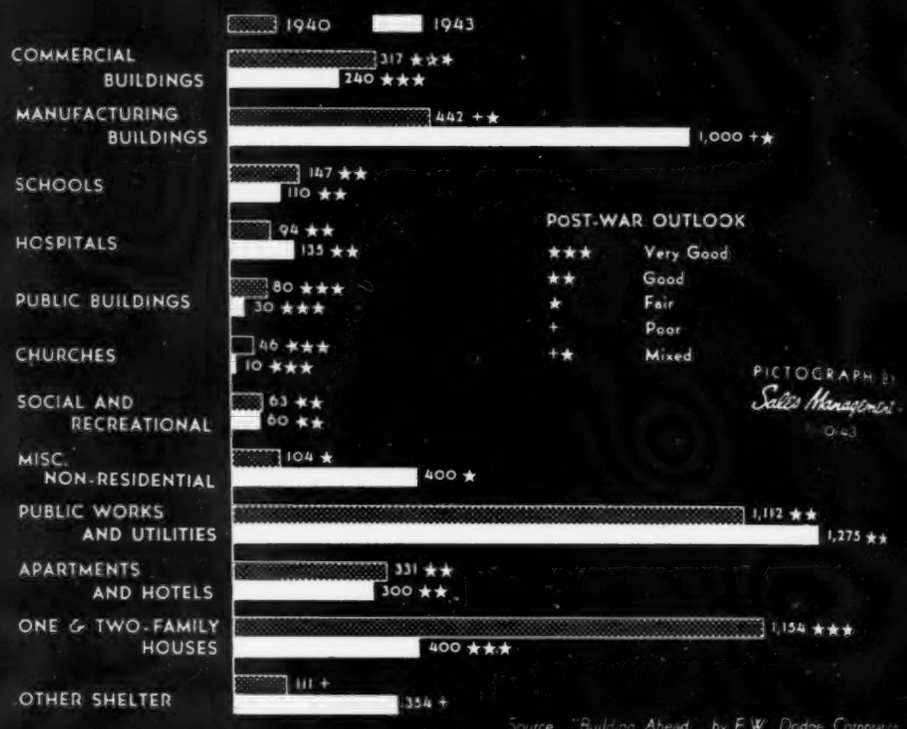
POST-WAR CONSTRUCTION WILL BOOM

Average annual construction volume in the ten years following the war's end will exceed the average annual volume of any previous decade and will be at least double the average annual volume of the decade 1930-1939. That's the estimate of the F. W. Dodge Corporation.

In the coming decade annual contracts should average over $5.2 billion in terms of 1940 values for the 37 Eastern states alone. That would be an increase of better than 25% over the 1940 volume.

Already F. W. Dodge files contain reports of more than 21,000 specific projects, either postponed for the duration or newly planned for Post-War construction.

Here is a breakdown of construction volume in millions of dollars for our last peace year, 1940, and estimates for 1943



Source: "Building Ahead," by F.W. Dodge Corporation

COST OF HOUSING IN 33 CITIES

Every month the Bureau of Labor Statistics measures the cost of living in 33 cities for "a four-person manual-worker's family at maintenance level as defined by the Works Progress Administration."

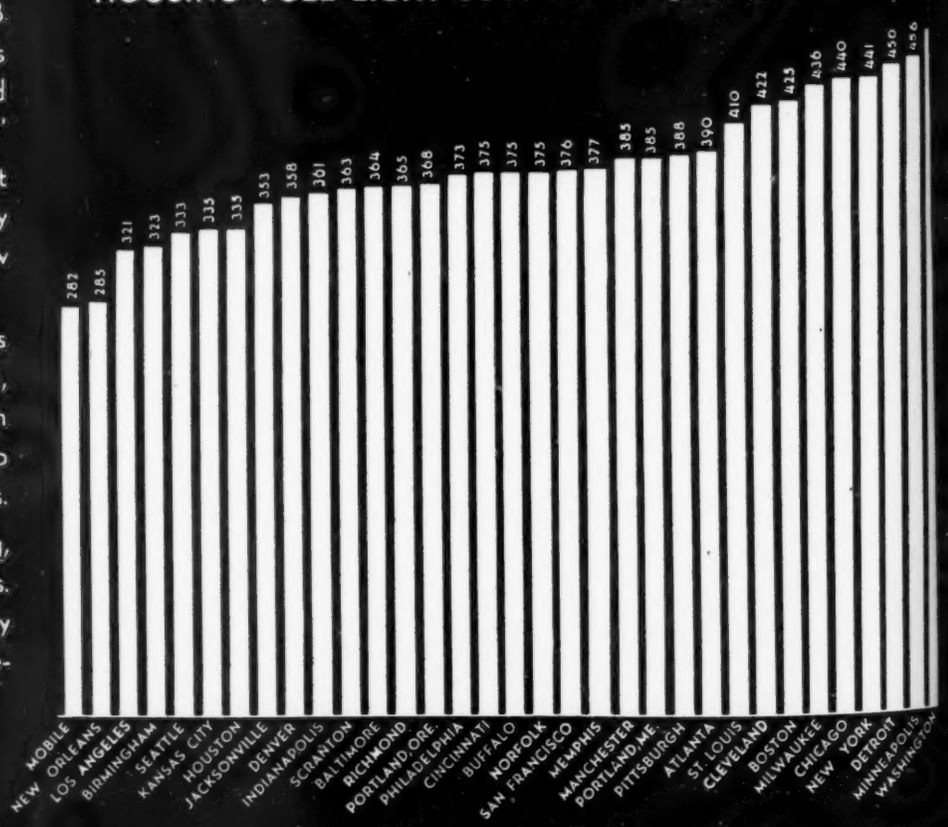
As of June 15, 1943, the total cost ranged from a low of $1,497 annually in Mobile to a high of $1,816 in New York.

While costs for other economic groups may not follow exactly the same pattern, it is generally true that the cities with low living costs for one group are also low for those in higher income brackets.

Here is the combined cost of housing, fuel and light for manual-worker families. What is left over can be used to buy manufactured articles, services, amusements, or put in savings.

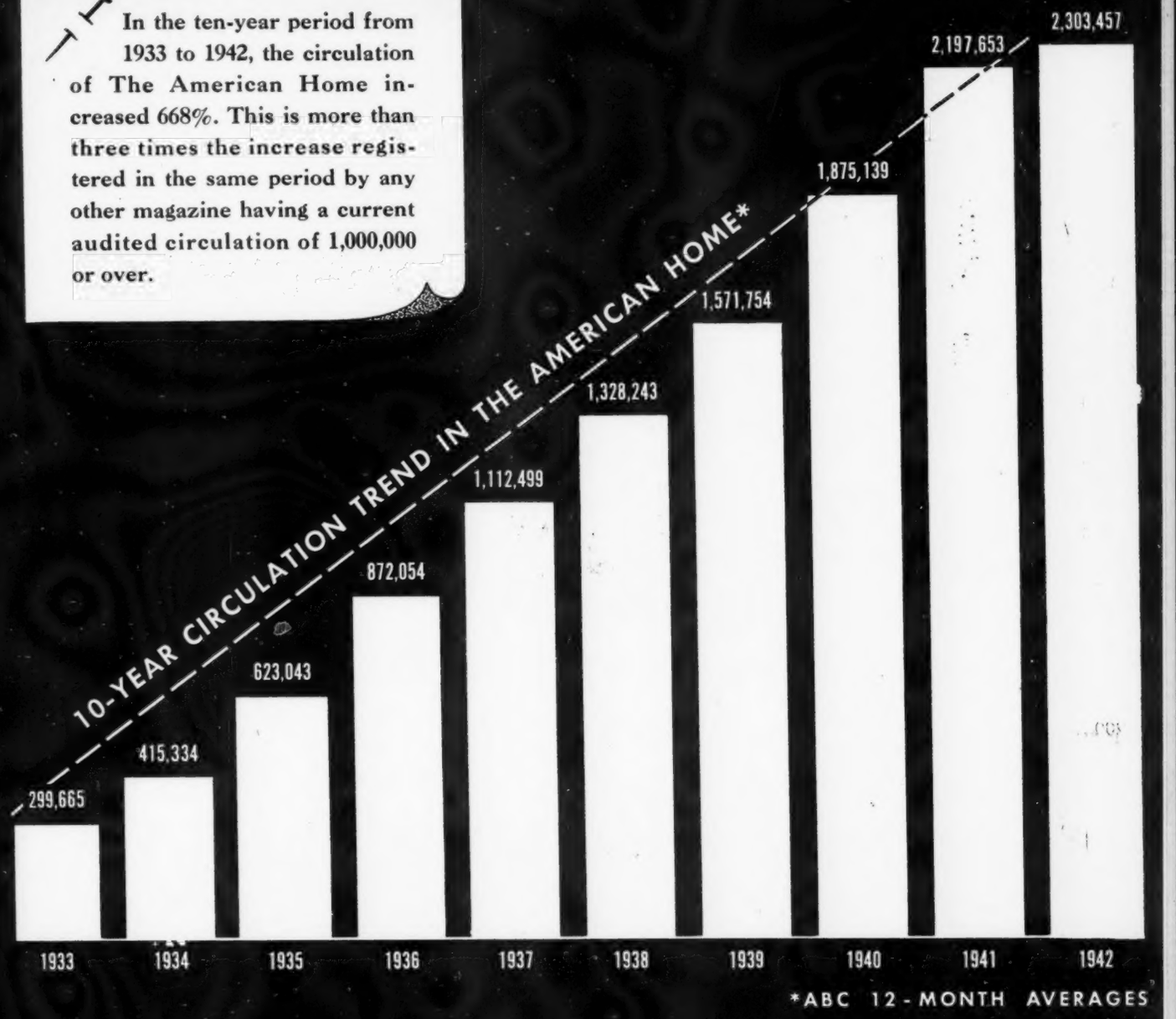
PICTOGRAPH BY
Sales Management

HOUSING-FUEL-LIGHT COST AS OF 6-15-43



Source: Bureau of Labor Statistics

In the ten-year period from 1933 to 1942, the circulation of The American Home increased 668%. This is more than three times the increase registered in the same period by any other magazine having a current audited circulation of 1,000,000 or over.



To be continued . . .

If the circulation trend charted above were to continue at the same rate, The American Home would have a circulation in excess of 4,000,000 by 1949. Naturally, because of paper shortage, there will be few increases in magazine circulations for the duration. But when this war ends, the homemaking impulse of this nation will surge forward as never before. Millions of new homes will be built in the years following the war. Millions of new families will start building for the future. So there is certain to be a growing intensity of national interest in all phases of homemaking, and a consequent growth in the demand for magazines devoted entirely to homeservice.

That is why we believe it is entirely possible that within the decade after the war The American Home will become one of the largest circulation magazines in America.

The AMERICAN HOME MAGAZINE

PREFERRED by more than 2,300,000 homemaker FAMILIES

EFFECTIVE BUYING INCOME SECTIONAL RATIOS 1936-1943

Using 1936 as the base year (100), this is how E.B.I. has shifted in succeeding years, for the nation and major geographic sections:



Industrial Advertising

CASE STUDIES that show exactly how nationally known firms are helping war effort and protecting post-war markets.

Every doctor knows the value of case studies.

They are just as important to the advertising manager.

That is why, a little over a year ago, we began compiling case studies of outstanding industrial advertising campaigns. So that you could see exactly how other companies are

keeping sales organizations busy when there is "nothing to sell"

getting "know-how" on use of products into the hands of war workers

helping customers conserve critical materials

training green hands to run existing equipment with less wear and tear

helping to speed production through new time and labor-saving methods

breaking ground for post-war markets

We are greatly indebted to the officials of the various companies and their agencies for wholehearted cooperation in preparing these Case Studies. They enabled us to analyze each campaign in terms of

Problems
Objectives
Sources of Information
Types of Media Used
Supplementary Merchandising
Results

There is no theorizing. Each case study is full of facts and figures; profusely illustrated with actual advertisements and promotional material.

For example, the ANACONDA WIRE & CABLE CO. case study—just off the press—shows how this company, through advertising, promoted a Preventive Maintenance Plan that has proved so instrumental in maintaining continuous operation of production equipment that to date more than 60 local promotion campaigns have been sponsored by different utilities, tying in with the original Plan.

No doubt you have already sent for one or two of these case studies. Advertising managers all over the country have found them helpful in preparing their own campaigns. For each case study contains ideas—tested ideas—that pull big results.

Check the coupon below for any case studies you may have missed—or send for the complete set. This is just one of the McGraw-Hill services to enable you to get bigger returns from your advertising dollars—both now and in the post-war era ahead.

McGRAW-HILL

NETWORK OF INDUSTRIAL COMMUNICATION

Research Dept., McGRAW-HILL Publishing Company, Inc., 330 West 42 St., New York (18), N. Y.

Please send the following Case Studies on Industrial Advertising Campaigns that are helping the war effort and protecting post-war markets:

- ☐ Anaconda Wire and Cable Co.
- ☐ Allis-Chalmers Manufacturing Co.
- ☐ Westinghouse Electric & Manufacturing Co.
- ☐ Aluminum Company of America
- ☐ Henry Disston & Sons, Inc.
- ☐ E. F. Houghton Company
- ☐ Continental Can Company
- ☐ John A. Roebling's Sons Company
- ☐ Metal & Thermit Corporation
- ☐ Plymouth Cordage Company
- ☐ Gilmer Belting Company
- ☐ Air Reduction Sales Company
- ☐ Manhattan Rubber Mfg. Div. of Raybestos-Manhattan, Inc.

NAME_____ **TITLE**_____

COMPANY_____ **ADDRESS**_____

City Effective Buying Income Changes—1938, 1943

(These are the 100 SM "High-Spot cities leading in 1943 population)

City	State	SM EFFECTIVE BUYING INCOME		
		1938	12 months ending Sept. 30, 1943	Ratio 1943 to 1938
Akron	Ohio	157,769	441,901	280.1
Albany	N. Y.	84,958	186,701	219.8
Atlanta	Ga.	175,538	396,708	226.0
Baltimore	Md.	531,535	1,563,181	294.1
Berkeley	Calif.	66,365	201,883	304.2
Birmingham	Ala.	126,277	340,180	269.4
Boston	Mass.	567,706	1,155,580	203.6
Bridgeport	Conn.	83,180	308,217	370.5
Buffalo	N. Y.	364,755	686,375	188.2
Camden	N. J.	70,584	181,700	257.4
Canton	Ohio	56,641	163,814	289.2
Charleston	S. C.	32,728	120,188	367.2
Charlotte	N. C.	55,170	160,688	291.3
Chattanooga	Tenn.	75,402	180,254	239.1
Chicago	Ill.	2,361,746	5,227,035	221.3
Cincinnati	Ohio	364,470	855,655	234.8
Cleveland	Ohio	644,128	1,487,033	230.9
Columbus	Ohio	190,565	447,663	234.9
Dallas	Texas	240,554	586,531	243.8
Dayton	Ohio	133,003	335,042	251.9
Denver	Colo.	199,196	437,901	219.8
Des Moines	Iowa	143,859	309,684	215.3
Detroit	Mich.	1,119,025	2,968,060	265.2
Duluth	Minn.	68,863	118,211	171.7
El Paso	Texas	72,583	117,153	161.4
Erie	Pa.	56,930	151,704	266.5
Evansville	Ind.	54,827	164,120	299.3
Fall River	Mass.	58,754	123,822	210.7
Flint	Mich.	92,776	211,363	227.8
Fort Wayne	Ind.	71,755	210,937	294.0
Fort Worth	Texas	147,713	345,223	233.7
Gary	Ind.	55,424	147,618	266.3
Grand Rapids	Mich.	106,778	243,315	227.9
Hartford	Conn.	116,085	403,678	347.7
Hempstead Twsp.	N. Y.	164,460	384,898	234.0
Honolulu	T. H.	197,795	486,243	245.8
Houston	Texas	265,964	636,299	239.2
Indianapolis	Ind.	284,687	723,360	254.1
Jacksonville	Fla.	98,345	197,941	201.3
Jersey City	N. J.	208,454	384,485	184.4
Kansas City	Kan.	64,026	175,500	274.1
Kansas City	Mo.	357,972	682,290	190.6
Knoxville	Tenn.	58,935	137,718	233.7
Little Rock	Ark.	41,354	121,869	294.7
Long Beach	Calif.	149,226	523,779	351.0
Los Angeles	Calif.	1,117,023	3,027,290	271.0
Louisville	Ky.	246,163	525,555	213.5
Lowell	Mass.	67,714	145,076	214.2
Memphis	Tenn.	189,435	402,447	212.4
Miami	Fla.	101,003	249,238	246.8
Milwaukee	Wis.	439,139	975,692	222.2
Minneapolis	Minn.	433,640	821,489	189.4
Mobile	Ala.	36,654	181,189	494.3
Nashville	Tenn.	118,606	263,926	222.5
Newark	N. J.	320,759	846,780	264.0
New Bedford	Mass.	66,729	137,789	206.5
New Haven	Conn.	111,661	333,989	299.1
New Orleans	La.	280,714	736,050	262.2
New York	N. Y.	6,218,629	10,009,973	161.0
Norfolk	Va.	84,522	283,926	335.9
Oakland	Calif.	236,446	676,848	286.3
Oklahoma City	Okla.	141,682	351,824	248.3
Omaha	Neb.	152,888	411,515	269.2
Paterson	N. J.	85,207	227,396	266.9
Peoria	Ill.	78,210	157,836	201.8
Philadelphia	Pa.	1,190,528	2,421,211	203.4
Pittsburgh	Pa.	398,863	928,871	232.9
Portland	Ore.	256,134	857,704	334.9
Providence	R. I.	184,113	406,011	220.5
Reading	Pa.	61,846	130,309	210.7
Richmond	Va.	123,352	388,039	314.6
Rochester	N. Y.	234,614	431,020	183.7
Rock Island-Moline-E. Moline	Ill.	48,742	111,369	228.5
Sacramento	Calif.	75,197	233,095	310.0
St. Louis	Mo.	692,915	1,376,000	198.6
St. Paul	Minn.	233,382	449,116	192.4
Salt Lake City	Utah	104,951	237,945	226.7
San Antonio	Texas	165,661	386,615	233.4
San Diego	Calif.	137,897	740,050	536.7
San Francisco	Calif.	566,847	1,528,779	269.7
Savannah	Ga.	48,102	126,959	263.9
Schenectady	N. Y.	70,140	141,731	202.1
Scranton	Pa.	74,711	138,279	185.1
Seattle	Wash.	318,541	1,067,506	335.1
Shreveport	La.	48,993	183,456	374.5
South Bend	Ind.	56,290	147,021	261.2
Spokane	Wash.	96,712	325,556	336.6
Springfield	Mass.	108,640	256,844	236.4
Syracuse	N. Y.	130,464	274,107	210.1
Tacoma	Wash.	75,613	267,940	354.4
Tampa	Fla.	53,136	143,159	269.4
Toledo	Ohio	176,578	481,803	272.9
Trenton	N. J.	76,235	175,828	230.6
Tulsa	Okla.	118,267	250,342	211.7
Utica	N. Y.	64,755	145,478	224.7
Washington	D. C.	473,005	1,437,154	303.8
Waterbury	Conn.	62,241	205,872	330.8
Wichita	Kan.	80,833	320,334	396.3
Wilmington	Del.	73,053	203,190	278.1
Worcester	Mass.	115,458	274,603	237.8
Youngstown	Ohio	84,021	207,782	247.3
Total Above Cities		28,046,514	63,600,406	223.2
% U. S. A.		44.3	46.3	

But there's ONE thing...

"OUR family always has a grand time together—but we seldom seem to agree on just what we like and dislike.

"For instance, when it comes to movies, my husband wants a murder mystery; Jim—he'll be in the Army next month—wants comedy; while Barbara, who's just 17, is likely to balk unless it's a musical.

"That's the way it is with everything else—books, sports, vacation spots, and people. But there's *one* time when we *all* like the same thing—and that's when we sit down each week to read LIFE.

"I'm sure it's because LIFE tells you about so many different things all over the world, and does it so interestingly with such fine pictures.

"LIFE makes the war news clear to me, and it helps me understand national affairs, sports and even some scientific subjects.

"And, it's by far the most entertaining magazine I know of. No wonder we *all* like it so much!"

Different words, but same story

LIFE readers, in their letters to the editors, have many different ways of expressing themselves.

But—almost invariably—their story is the same. That is, they say they enjoy LIFE so much because its particular style of picture-and-story reporting gives them a wonderfully clear, vivid idea about any subject it treats.

This, plus the fact that LIFE each week reports on a fascinating variety of topics, is very likely why the magazine has such a tremendous number of readers all over the country.

In fact, LIFE *has the largest reader audience of any weekly magazine in America!*

LIFE

"Eyes for the minds of America"

City Retail Sales Changes—1938 and 1943

(These are the 100 SM "High-Spot" cities leading in 1943 population)

City	State	SM RETAIL SALES 1938	SM RETAIL SALES 12 months ending Sept. 30, 1943	SM RETAIL SALES Ratio 1943 to 1938
Akron	Ohio	95,300	199,202	209.0
Albany	N. Y.	88,114	95,380	108.2
Atlanta	Ga.	160,867	268,536	166.9
Baltimore	Md.	331,259	721,886	217.9
Berkeley	Calif.	28,526	65,658	230.2
Birmingham	Ala.	77,009	192,692	250.2
Boston	Mass.	447,041	654,030	146.3
Bridgeport	Conn.	55,080	138,402	251.3
Buffalo	N. Y.	235,362	331,865	141.0
Camden	N. J.	41,724	79,735	191.1
Canton	Ohio	38,607	90,859	235.3
Charleston	S. C.	20,132	55,936	277.8
Charlotte	N. C.	33,654	90,028	267.5
Chattanooga	Tenn.	48,119	84,520	175.6
Chicago	Ill.	1,263,685	2,214,000	175.2
Cincinnati	Ohio	216,687	420,600	194.1
Cleveland	Ohio	399,168	673,750	168.8
Columbus	Ohio	137,581	253,746	184.4
Dallas	Texas	150,584	264,070	175.4
Dayton	Ohio	75,177	195,825	260.5
Denver	Colo.	135,080	265,031	196.2
Des Moines	Iowa	73,080	119,939	164.1
Detroit	Mich.	528,510	1,294,800	245.0
Duluth	Minn.	44,010	62,554	142.1
El Paso	Texas	37,392	53,888	144.1
Erie	Pa.	41,541	80,924	194.8
Evansville	Ind.	30,945	78,377	253.3
Fall River	Mass.	30,837	59,539	193.1
Flint	Mich.	52,711	128,480	243.7
Fort Wayne	Ind.	43,015	95,688	222.5
Fort Worth	Texas	75,660	147,443	194.9
Gary	Ind.	31,360	68,551	218.6
Grand Rapids	Mich.	56,750	142,835	251.7
Hartford	Conn.	87,731	209,202	238.5
Hempstead Twsp.	N. Y.	123,901	179,253	144.7
Honolulu	T. H.	111,656	261,967	234.6
Houston	Texas	140,439	304,641	216.9
Indianapolis	Ind.	146,410	311,215	212.6
Jacksonville	Fla.	54,692	89,840	164.3
Jersey City	N. J.	81,663	143,463	175.7
Kansas City	Kans.	28,187	65,214	231.4
Kansas City	Mo.	210,593	348,035	165.3
Knoxville	Tenn.	46,070	73,638	159.8
Little Rock	Ark.	33,694	92,477	274.5
Long Beach	Calif.	66,176	146,571	221.5
Los Angeles	Calif.	640,768	1,160,015	181.0
Louisville	Ky.	111,800	241,973	216.4
Lowell	Mass.	31,032	54,909	176.9
Memphis	Tenn.	103,953	227,150	218.5
Miami	Fla.	81,070	145,115	179.0
Milwaukee	Wis.	254,906	426,022	167.1
Minneapolis	Minn.	240,235	355,282	147.9
Mobile	Ala.	25,305	93,567	369.8
Nashville	Tenn.	79,631	114,970	144.4
Newark	N. J.	222,948	383,863	172.2
New Bedford	Mass.	34,901	58,967	169.0
New Haven	Conn.	73,368	152,569	208.0
New Orleans	La.	141,889	237,160	167.1
New York	N. Y.	3,280,439	3,873,577	118.1
Norfolk	Va.	56,125	132,611	236.3
Oakland	Calif.	148,673	347,655	233.8
Oklahoma City	Okla.	82,431	190,840	231.5
Omaha	Neb.	84,872	168,257	198.2
Paterson	N. J.	58,719	127,817	217.7
Peoria	Ill.	47,637	87,601	183.9
Philadelphia	Pa.	733,035	1,188,495	162.1
Pittsburgh	Pa.	297,959	530,466	178.0
Portland	Ore.	160,036	354,667	221.6
Providence	R. I.	124,441	237,590	190.9
Reading	Pa.	54,607	76,198	139.5
Richmond	Va.	86,277	185,104	214.5
Rochester	N. Y.	151,503	217,352	143.5
Rock Island-Moline-E. Moline	Ill.	24,198	57,706	238.5
Sacramento	Calif.	61,619	106,461	172.8
St. Louis	Mo.	294,257	508,795	172.9
St. Paul	Minn.	147,963	222,928	150.7
Salt Lake City	Utah	62,974	160,997	255.7
San Antonio	Texas	95,249	162,085	170.2
San Diego	Calif.	82,098	261,970	319.1
San Francisco	Calif.	325,539	510,150	156.7
Savannah	Ga.	29,112	67,219	230.9
Schenectady	N. Y.	42,074	61,288	145.7
Scranton	Pa.	61,482	69,530	113.1
Seattle	Wash.	185,996	446,781	240.2
Shreveport	La.	34,058	67,417	197.9
South Bend	Ind.	35,086	75,932	216.4
Spokane	Wash.	65,239	128,976	197.7
Springfield	Mass.	73,988	129,516	175.1
Syracuse	N. Y.	92,524	139,780	151.1
Tacoma	Wash.	40,936	130,180	318.0
Tampa	Fla.	37,010	74,092	200.2
Toledo	Ohio	121,310	204,659	168.7
Trenton	N. J.	53,372	97,495	182.7
Tulsa	Okla.	63,862	119,029	186.3
Utica	N. Y.	47,052	67,835	144.2
Washington	D. C.	371,155	721,055	194.3
Waterbury	Conn.	32,051	75,686	236.1
Wichita	Kans.	51,878	122,909	236.9
Wilmington	Del.	53,000	119,702	225.9
Worcester	Mass.	70,847	137,525	194.1
Youngstown	Ohio	66,895	124,208	185.7
Total Above Cities		16,387,163	28,455,983	173.5
% U. S. A.		45.5	46.4	



HOW BIG IS A MUTUAL HOOKUP?

In a word, the answer is bigger! It's impossible to be more specific. The size of a Mutual hookup depends first, of course, on the client's marketing area—Mutual being the network most flexibly adaptable to an advertiser's current needs. It also depends on the calendar—Mutual clients having a persistent habit of adding stations to their hookups, month after month and year after year.

As of this writing, here's the scoreboard for a few Mutual clients:

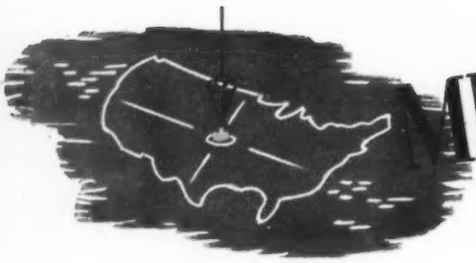
ADVERTISER	PROGRAM	STARTING HOOKUP	CURRENT HOOKUP
Barbasol	Gabriel Heatter	14	171
Kellogg	Superman	39	200
General Cigar	Raymond Clapper	3	83
Gillette	World Series	119	344*
Pharmaco	Double or Nothing	109	200

*Even the largest network in the world couldn't accommodate this client's needs, so we lined up a lot of additional, non-Mutual stations, including 50 in Canada.

Whatever the size of the hookup, Mutual surely delivers the goods.

MUTUAL BROADCASTING SYSTEM





MID-AMERICA

Oklahoma Youths Trump Royal With Grand Champions

Two grand championships at the American Royal livestock show at Kansas City, on a steer and a barrow, have gone to Oklahoma boys, one a 4-H Club member, the other an FFA member. The 1,115-pound Shorthorn steer was also winner of the junior show. A string of other honors went to various Oklahoma boys and girls, including victories in judging teams.

Oklahoma Still Leads U. S. In Retail Sales Gains

At the end of the first eight months of 1943, Oklahoma was still out in front in retail sales gains in comparison with a year ago. Oklahoma's 8-months increase was 35% against an average of 17% for 34 states according to the Department of Commerce.

Oklahoma City's gain during this period was even greater. Oklahoma City's retail stores, which month after month have kept it at or near the top among U. S. cities in retail activity, did 51% more business during the first eight months of 1943 than in the same period a year ago.

Oklahoma City Air Base Gets Largest Photo School

The largest photo reconnaissance training center in the country is being established at Oklahoma City's Will Rogers Field air base. A photo reconnaissance training wing, composed of reconnaissance groups and allied outfits including photographic and topographic engineering units, has already moved in. Establishment of the training center will mean a material increase in the number of men stationed at Will Rogers Field, until now one of the world's largest light bombardment training centers.

FFA Names Oklahoma Youth Star Farmer of America

At the annual convention of the Future Farmers of America in Kansas City last month, six Oklahoma FFA boys received the American Farmer degree and one of the sextet, 19-year-old Wayne Booth, was named Star Farmer of America.

The distinction accorded Booth is the highest honor attainable by an FFA member. There is only one Star Farmer of America each year from the ranks of 245,000 members of the organization.

Oklahoma City Plays Host to National Aviation Clinic

The first national clinic of domestic aviation planning, called by the National Aeronautic Association, will be held in Oklahoma City November 11, 12, and 13.

The clinic will bring together the best minds in the manufacturing, operating, and servicing organizations of the aviation industry and public officials carrying responsibilities in this field for the purpose of shaping a national pattern of domestic aviation in the critical years ahead.

4-H CLUB BUMPER BOMBER CROP!



Robert Lee Nash, left, Ryan, Oklahoma, present state president of Oklahoma's 4-H clubs, also holds the honor of being named outstanding 4-H club boy of the nation in 1942.

BY the grit and energy of Oklahoma's farm boys and girls, eighteen Liberator bombers, purchased with War Bonds bought and sold by Oklahoma 4-H club members, were dedicated at the Oklahoma State Fair, Tuesday, September 28.

Seventeen county clubs accounted for the sale of $7,025,951 in bonds in a five-month campaign . . . the other 60 raised an additional $1,777,338.

These Oklahoma farm boys and girls of today, 64,595 strong, are the adult farm owners and operators of tomorrow. They merit a prominent place in post-war sales programs directed to the farm market.

THE FARMER-STOCKMAN

OKLAHOMA CITY, OKLAHOMA
The Monthly "Trade Journal" of 230,000 Southwestern Farmers
Represented Nationally by The Katz Agency, Inc.

Exclusive Annual (9-30-43) SM Estimates Effective Buying Income, Sales, Population

SOURCES and methods of the estimates which follow for states, all counties, and 204 cities are described at length on pages 23 and 24, but may be summarized briefly as follows:

POPULATION: Figures given for counties are the number of War Ration Books Number Two outstanding as of April 1, 1943. These OPA figures represent the state and county civilian population as gathered by the registration during the first week of March, supplemented in the following weeks of the month by added registrations, and modified by books surrendered for various reasons. . . . These revised figures differ materially from the first preliminary figures issued, which covered registrations during the first March week only. . . . Revised state figures were available for the state totals on Connecticut, Georgia, and Florida, but county revised figures were not available as this issue went to press. SM's editors adjusted each county's figures by the same percentage difference which applied between preliminary and revised state figures in these three states.

The city population figures are unofficial estimates by local authorities as of August 1, 1943—three months later than the county figures.

RETAIL SALES: These exclusive and original SM estimates are projections from the May 10, 1943, Survey of Buying Power, supplemented by new information which has become available during the past six months on tax receipts, bank debits, independent store sales, department store sales and other factors. The measuring of retail sales is an all-the-year-round activity in SM's Research Department, and some of the results are given monthly in the High-Spot Cities feature.

EFFECTIVE BUYING INCOME: These estimates, also original and exclusive, are constructed through the aid of formulae developed over the past fifteen years. While the exact methods of computation must remain a SM secret, the general principles are outlined on page 16 of May 10, 1943.

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THE CONTENTS OF THIS INTERIM SUPPLEMENT TO THE SURVEY OF BUYING POWER ARE FULLY PROTECTED BY COPYRIGHT. THE EXCLUSIVE ESTIMATES OF RETAIL SALES, EFFECTIVE BUYING INCOME AND CITY POPULATIONS MUST NOT BE REPRODUCED IN PRINTED FORM, IN WHOLE OR IN PART, WITHOUT WRITTEN PERMISSION OF SALES MANAGEMENT, INC.

ALABAMA

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Autauga	17.9	2,572	4,651
Baldwin	40.3	11,598	18,378
Barbour	29.3	5,703	9,152
Bibb	19.4	3,842	6,002
Blount	27.8	4,246	6,114
Bullock	18.4	3,022	4,576
Butler	28.4	5,972	9,803
Calhoun	72.7	20,622	41,249
Chambers	41.1	5,897	10,568
Cherokee	16.8	2,033	3,523
Chilton	24.0	5,686	8,982
Choctaw	18.0	2,241	3,683
Clarke	25.0	6,235	10,020
Clay	14.3	2,447	3,868
Cleburne	11.8	2,415	3,622
Coffee	31.1	5,347	9,325
Colbert	37.2	9,975	17,035
Conecuh	21.2	3,022	4,831
Coosa	11.9	1,352	2,108
Covington	37.6	11,516	18,806
Crenshaw	21.0	3,884	6,654
Cullman	43.9	10,705	17,065
Dale	22.8	2,979	5,424
Dallas	52.9	15,349	29,069
De Kalb	40.7	6,455	10,466
Elmore	30.5	5,966	9,508
Escambia	28.0	9,629	15,210
Etowah	80.1	28,270	47,392
Fayette	18.4	3,806	6,731
Franklin	26.0	4,664	8,310
Geneva	25.7	4,793	7,630
Greene	16.5	2,810	4,377
Hale	23.0	3,038	5,369
Henry	18.9	3,099	5,724
Houston	43.6	14,391	23,650
Jackson	37.4	6,010	9,813
Jefferson	493.3	208,284	493,907
Birm'h'm	298.0	192,692	340,180
Lamar	16.6	2,917	4,985
Lauderdale	48.2	10,334	26,835
Lawrence	25.0	2,662	5,120
Lee	33.2	8,689	14,542
Limestone	34.1	6,336	10,135
Lowndes	19.6	2,537	5,574
Macon	26.3	4,530	8,100
Madison	72.3	21,246	38,795
Marengo	30.0	5,818	9,660
Marion	23.4	3,402	5,999
Marshall	40.3	10,052	17,685
Mobile	238.8	109,851	265,826
Mobile	155.0	93,567	181,189
Monroe	23.9	5,095	7,970
Montgomery	118.4	45,255	108,754
Mont.	95.0	44,947	97,064
Morgan	47.7	15,140	25,000
Perry	22.2	4,045	6,184
Pickens	25.1	5,397	8,188
Pike	28.8	8,042	14,005
Randolph	22.6	3,853	6,467
Russell	40.5	6,668	10,616
St. Claire	25.6	4,577	7,334
Shelby	27.1	5,151	9,137
Sumter	24.0	3,844	6,324
Talladega	64.0	11,826	19,013
Tallapoosa	34.1	9,244	14,496
Tuscaloosa	70.5	22,700	39,784
Walker	61.8	13,804	22,644
Washington	14.1	1,867	2,770
Wilcox	24.9	3,154	5,999
Winston	17.4	2,853	4,340
State Total	2867.4	810,764	1,634,876

ARIZONA

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Apache	21.1	1,883	5,679
Cochise	35.2	9,698	29,048
Coconino	17.6	5,186	14,726
Gila	28.4	6,819	21,592
Graham	10.3	2,551	7,598
Greenlee	15.4	2,488	7,623
Maricopa	212.1	122,709	221,196
Phoenix	83.1	91,447	119,042
Mohave	7.6	4,224	12,753
Navajo	27.4	8,214	23,778
Pima	88.7	55,538	92,491
Tucson	45.4	45,394	56,755
Pinal	38.8	6,355	20,752
Santa Cruz	8.6	3,063	7,121
Yavapai	22.7	7,028	21,694
Yuma	23.4	5,115	15,497
State Total	557.3	240,871	501,548

ARKANSAS

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Arkansas	23.7	8,217	15,595
Ashley	26.2	5,216	9,965
Baxter	11.1	1,373	3,281
Benton	31.7	7,648	15,187
Boone	14.4	4,844	7,354
Bradley	15.7	4,167	7,998
Calhoun	8.3	898	2,497
Carroll	12.3	2,294	4,874
Chicot	23.6	4,783	10,192
Clark	22.5	5,048	9,791

ARKANSAS—(cont'd)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Clay	27.9	4,136	9,065
Cleburne	11.8	1,452	3,379
Cleveland	10.7	1,147	2,755
Columbia	27.1	6,362	12,018
Conway	19.4	3,728	7,888
Craighead	44.9	12,149	24,559
Crawford	24.0	3,879	7,684
Crittenden	43.1	8,713	16,469
Cross	24.9	4,331	8,317
Dallas	12.5	3,555	6,912

Send your Christmas Gifts before...

DEC. 10TH

Because of the limited equipment and the heavy burden placed on all transportation services, the Office of Defense Transportation is urgently requesting you *to ship your gifts and packages before December 10th.*

Help us keep the vital transportation lines of the nation flowing smoothly over the Christmas period by shipping before December 10th.

RAILWAY EXPRESS AGENCY

NATION-WIDE RAIL-AIR SERVICE

ARKANSAS—(cont'd)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Desha	26.7	4,296	8,794
Drew	17.9	3,273	6,291
Faulkner	24.2	5,067	10,663
Franklin	12.7	2,094	4,417
Fulton	8.4	689	2,068
Garland	41.3	18,129	38,492
Grant	10.1	1,548	3,535
Greene	27.0	5,399	11,339
Hempstead	29.2	6,873	12,859
Hot Spring	18.8	3,321	6,546
Howard	14.3	3,554	6,964
Independence	22.8	5,202	9,851
Izard	11.1	1,018	3,204
Jackson	25.6	6,078	11,688
Jefferson	74.6	20,865	48,367
Johnson	15.6	2,790	6,563
Lafayette	15.5	2,878	5,916
Lawrence	21.3	3,603	8,320
Lee	25.3	4,005	8,732
Lincoln	16.9	1,626	3,843
Little River	13.6	2,442	5,906
Logan	23.0	3,946	7,439
Lonoke	34.6	7,158	15,507
Madison	11.5	793	2,647
Marion	7.6	554	1,871
Miller	32.6	10,278	19,744
Mississippi	80.5	24,111	42,013
Monroe	19.5	3,443	7,713
Montgomery	7.1	848	2,654
Nevada	17.0	3,291	6,433
Newton	8.8	479	3,708
Ouachita	29.9	8,020	15,025
Perry	6.9	556	1,971
Phillips	43.0	10,556	20,969
Pike	10.4	1,565	3,590
Poinsett	34.2	6,556	12,366
Polk	14.0	3,372	6,565
Pope	21.3	4,266	8,754
Prairie	12.0	1,610	3,938
Pulaski	174.6	113,029	185,732
Little Rock	107.0	92,477	121,869
Randolph	15.7	2,814	5,383
St. Francis	34.5	6,566	12,959
Saline	17.1	2,637	5,210
Scott	12.0	2,507	5,228
Searcy	10.6	942	2,844
Sebastian	63.8	34,716	67,222
Fort Smith	45.0	33,663	51,041
Sevier	13.0	2,186	5,083
Sharp	10.5	905	2,883
Stone	7.5	631	1,480
Union	51.8	19,900	44,936
Van Buren	10.2	806	2,568
Washington	38.0	12,247	23,468
White	35.8	5,110	10,536
Woodruff	20.1	4,055	7,689
Yell	16.4	2,647	5,706
State Total	1854.2	501,790	981,972

CALIFORNIA

Alameda	606.5	483,564	1,080,998
Berkeley	111.1	65,658	201,883
Oakland	368.8	347,655	676,848
Alpine	.2	56	76

WARS WITHIN A WAR



- No one wants to see this war won faster than the Los Angeles Examiner.
- We are doing everything humanly possible for a great newspaper to do to speed the day when the shooting stops.
- But we are fighting a war *within* this war, too, and fighting it with all our might.
- We observe with alarm the encroachment of the bureaucrats upon the rights of a free people under the guise of "war necessity".
- And we are fighting it.
- We are fighting to maintain the free enterprise system that has made America the most envied land on earth.
- We are fighting the grade label professors who would wreck America's competitive business system.
- We are waging a war of our own to create Youth Clinics and reduce delinquency born of war's turmoil.
- On a dozen other home fronts we fight.

And—because every project and policy responsible for Southern California's growth during the past 4 decades originated with, or was strenuously and conspicuously championed by, the Los Angeles Examiner, we believe we will be an instrument of weight in winning these current wars within the great war, as well.

LOS ANGELES EXAMINER

The most popular morning and Sunday newspaper in ALL of Western America!

Represented Nationally by the Hearst Advertising Service

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LONG BEACH, CALIFORNIA

Long Beach continues to lead all U. S. cities over 100,000 population in Effective Buying Income per capita. Sales Management, current issue, gives Long Beach an amazing $2381 per capita.

Long Beach's transition from resort to booming industrial city has been incredibly swift. Present era was sparked by discovery of $100,000,000 harbor oilfield which financed local port to prominent world position. Harbor is peace-time home for Pacific Fleet, nation's leading shipyard center, site of new $50,000,000 Naval Base and synthetic rubber, chemical, aluminum plants. Flanking city's busy airport is Long Beach Douglas Aircraft plant, State's largest. No wonder big gains—in building, population, earnings, sales!

New Long Beach is a rich, independent market essential to every West Coast schedule. The Press-Telegram and Sun provide the ONLY adequate newspaper coverage.

Press-Telegram *and* **Sun**

Member Metro Pacific Comics and Pacific Parade

WILLIAMS, LAWRENCE and CRESMER CO

NATIONAL REPRESENTATIVES

CALIFORNIA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Amador	5.9	4,661	6,574
Butte	40.6	33,330	46,155
Calaveras ..	5.9	4,242	6,006
Colusa	8.2	7,327	10,548
Contra Costa	175.8	103,068	152,558
Del Norte..	3.3	3,161	4,362
El Dorado..	9.3	6,732	9,312
Fresno	167.2	98,168	225,323
Fresno	65.9	69,095	102,724
Glenn	10.8	8,727	12,138
Humboldt ..	42.3	35,155	48,035
Imperial ...	53.4	41,333	56,950
Inyo	8.0	3,686	5,017
Kern	133.8	107,188	145,722
Kings	34.3	25,420	34,640
Lake	6.8	4,816	7,471
Lassen	15.1	10,077	13,810
Los Angeles.	3041.0	1,933,358	5,064,314
Long Beach	220.0	146,571	523,779
Los Angeles	1738.0	1,160,015	3,027,290
Pasadena ..	90.9	71,723	180,573
Madera	23.4	12,522	16,593
Marin	58.8	35,110	54,057
Mariposa ..	3.1	2,238	3,289
Mendocino .	20.9	13,673	18,592
Merced	44.5	30,494	42,513
Modoc	6.6	3,623	5,689
Mono	1.0	873	1,272
Monterey ..	77.4	65,093	90,137
Napa	32.2	19,292	23,988
Nevada	13.3	13,719	19,085
Orange	147.6	101,057	141,394
Placer	24.7	19,493	29,673
Plumas	8.8	5,907	8,140
Riverside ...	118.8	79,722	105,566
Sacramento .	182.0	116,882	322,257
Sacramento .	115.6	106,461	233,095
San Benito .	10.7	6,653	10,603
San Bernardino	175.8	84,036	212,592
San Bernardino	59.0	39,138	92,795
San Diego ..	395.0	332,902	779,090
San Diego.	385.0	261,970	740,050
San Francisco	686.3	510,150	1,528,779
San Francisco	686.3*	510,150	1,528,779
San Joaquin	138.2	83,710	207,501
Stockton ..	72.0	56,076	126,200
San Luis Obispo ..	40.6	26,974	37,776
San Mateo .	132.9	89,143	131,856
Santa Barbara	70.8	48,542	117,305
Santa Barbara	44.4	35,767	92,343
Santa Clara.	180.6	120,669	301,685
San Jose...	79.0	71,140	153,683
Santa Cruz..	39.0	39,903	53,524
Shasta	28.5	22,133	30,545
Sierra	1.7	1,274	1,970
Siskiyou ...	25.5	18,538	24,426
Solano	92.1	61,055	92,725
Sonoma	70.6	66,690	91,290
Stanislaus ..	77.8	66,168	90,466
Sutter	17.4	6,170	9,840
Tehama	12.5	10,434	14,768
Trinity	2.1	1,000	1,531

* OPA official #2 Ration Book Registration figures.

SAN DIEGO--443,700

METROPOLITAN MARKET

Worth Repeating - SAN DIEGO METROPOLITAN MARKET NOW EST. 443,700

What's happened to your customers in Podunk? - they've moved to San Diego-*and San Diego is the place to sell them now.* Compare the QUALITY of the San Diego Market with California, the Pacific Coast or the Nation and you'll find San Diego is tops. Look at post-war possibilities-*San Diego rates A-1.*

This metropolitan war-busy market is best reached with just one "buy", the SAN DIEGO UNION and TRIBUNE-SUN. Get latest facts from our National Representatives or write direct.

SAN DIEGO UNION *and* TRIBUNE-SUN

REPRESENTED NATIONALLY BY

■ WEST-HOLLIDAY CO., Inc. NEW YORK • CHICAGO • DENVER • SEATTLE • PORTLAND • SAN FRANCISCO • LOS ANGELES ■

CALIFORNIA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Tulare	103.5	61,149	84,978
Tuolumne ..	7.7	7,822	10,767
Ventura ...	66.8	47,783	68,207
Yolo	26.6	17,525	24,865
Yuba	17.7	20,385	28,122
State Total	7551.9	5,184,575	11,767,465

COLORADO

Adams	20.8	3,783	11,037
Alamosa ...	8.3	5,238	8,028
Arapahoe ..	35.4	9,233	23,195
Archuleta ..	2.5	473	1,263
Baca	5.9	1,396	4,054
Bent	7.5	1,361	4,011
Boulder	38.5	12,888	35,859
Chaffee	7.0	3,228	6,978
Cheyenne ..	2.5	585	1,801
Clear Creek.	2.5	1,331	2,534
Conejos	9.6	1,371	3,653
Costilla	5.9	531	1,357
Crowley ...	4.6	1,064	3,077
Custer	1.5	295	827
Delta	13.4	3,645	10,189

COLORADO—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Denver	343.5	265,031	437,901
Denver ...	343.5*	265,031	437,901
Dolores	1.8	221	566
Douglas ...	3.0	1,028	2,800
Eagle	4.5	1,244	3,406
Elbert	4.2	888	2,737
El Paso	59.6	43,241	79,748
Colorado Springs ..	42.0	38,738	74,692
Fremont ...	15.9	4,432	11,147
Garfield ...	9.2	3,142	7,989
Gilpin	.8	261	784
Grand	2.9	1,145	2,781
Gunnison ..	4.6	1,533	4,527
Hinsdale ...	.2	29	78
Huerfano ..	12.3	3,380	9,630
Jackson	1.5	479	1,406
Jefferson ...	33.8	7,090	19,393
Kiowa	2.5	480	1,302
Kit Carson .	6.4	1,574	4,579
Lake	7.3	2,976	7,592
La Plata ...	11.9	5,477	11,083
Larimer	29.9	11,567	28,121
Las Animas.	28.7	7,403	18,438
Lincoln	5.3	1,594	4,373
Logan	15.7	6,474	14,636

*Official OPA #2 Ration Registration.

COLORADO—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Mesa	28.0	12,250	27,238
Mineral	.7	257	646
Moffat	4.2	1,460	3,799
Montezuma .	7.5	5,881	7,175
Montrose ..	13.3	3,942	9,892
Morgan	14.9	4,955	12,191
Otero	24.2	7,764	23,511
Ouray	1.5	527	1,492
Park	1.6	622	1,907
Phillips	4.4	1,373	3,700
Pitkin	1.3	214	591
Prowers ...	11.7	3,520	9,019
Pueblo	71.1	34,436	60,536
Pueblo ...	66.0	33,747	57,508
Rio Blanco .	2.3	741	2,013
Rio Grande .	10.7	3,660	9,204
Routt	8.9	3,102	7,896
Saguache ...	5.1	1,013	2,700
San Juan ...	1.2	460	1,402
San Miguel.	2.3	502	1,525
Sedgwick ..	4.5	1,542	4,048
Summit	1.2	279	711
Teller	2.9	1,232	2,833
Washington	6.6	1,049	3,107
Weld	55.0	13,256	39,654
Yuma	10.2	2,704	7,736
State Total	1066.7	523,852	1,037,406

630 K.C.

KVOD

DENVER, COLORADO

Blue Network Affiliate

5000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVE JOSEPH HERSHEY MCGILLVRA



"The

PACEMAKER ERIC JOHNSTON SPEAKING . . .

"We are going to win this war and when it is won we are going to redirect our illimitable power and dynamic energies into the fight for the preservation of peace and our democratic freedoms."



"The demand for new products and for goods to replace worn-out products will be tremendous, and the people will have accumulated savings to satisfy their new and deferred demands, and start the economic ball rolling again."

chance to take a chance"

If there's a finer phrase than *"the chance* to take a chance" defining the force that will build our brave new world, we'd like to hear it.

Listen to its author, young Eric Johnston, energetic head of the Chamber of Commerce of the United States.

"We have the world's greatest industrial plant, the richest treasure-house of raw materials, a domestic market larger than all the world markets. New materials, new processes, new products are being developed. There is work for all American hands and a proud future for each one of us here."

No wonder Eric Johnston believes in the future. Back in 1922, home from China as a Captain in the Marines, he was busy in the basements of Spokane homes wrangling with temperamental washing machines and vacuum cleaners. Today, because he had *"the chance* to take a chance", he heads three large West Coast corporations, was recently re-elected president of the U. S. Chamber of Commerce.

His story is typical of so many of *"the men who do things"* in this country. Check the careers of America's pacemakers and inevitably you'll find the companion attributes of *courage* and *curiosity*. For to have *"the chance* to take a chance," a man must first be able to recognize that chance . . . and that calls for a healthy concern with the "HOW" of things.

That word "HOW" put POPULAR SCIENCE Monthly in business—to satisfy the insatiable curiosity of an audience that has now grown to more than 700,000 mechanically-inquisitive men. All kinds of men—from presidents to plant supers, from engineers to electric welders. But only *one kind* of men when they're busy in the pages of this news-picture magazine of science and industry *. . . men who want to know* HOW *things work!*

It is this state of mind that makes them avid readers of articles and advertisements about new products and new ideas. It is this *state of mind* that makes them "first buyers" of so many new products. It is this *state of mind* that sets them to selling friends and neighbors once they're sold themselves.

There is no market in America today quite like the POPULAR SCIENCE audience. You can only reach this audience *as a unit* through POPULAR SCIENCE Monthly.

POPULAR SCIENCE MONTHLY

PACEMAKER FOR POST-WAR

THE NEWS PICTURE MAGAZINE OF SCIENCE AND INDUSTRY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

CONNECTICUT

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Fairfield ...	442.0	332,756	789,425
Bridgeport	180.0	138,402	308,217
Stamford ..	62.0	49,985	86,107
Hartford ...	482.0	381,605	937,268
Hartford ..	190.0	209,202	403,678
Litchfield ..	89.5	82,222	142,498
Middlesex ..	55.0	33,624	54,688
New Haven	494.5	337,047	814,738
New Haven	179.2	152,569	333,989
Waterbury.	108.0	75,686	89,132
New London	125.5	87,029	160,197

CONNECTICUT—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Tolland	32.0	13,440	24,024
Windham ..	55.5	52,966	89,132
State Total	1776.0*	1,320,689	3,011,970

* County population figures partially estimated from OPA preliminary figures.

DELAWARE

Kent	31.4	28,058	38,928
New Castle .	189.3	138,888	306,650
Wilmington	123.8	119,702	203,190
Sussex	53.3	42,613	53,015
State Total	274.0	209,559	398,593

DISTRICT OF COLUMBIA

Washington, D. C....	779.1	721,055	1,437,154

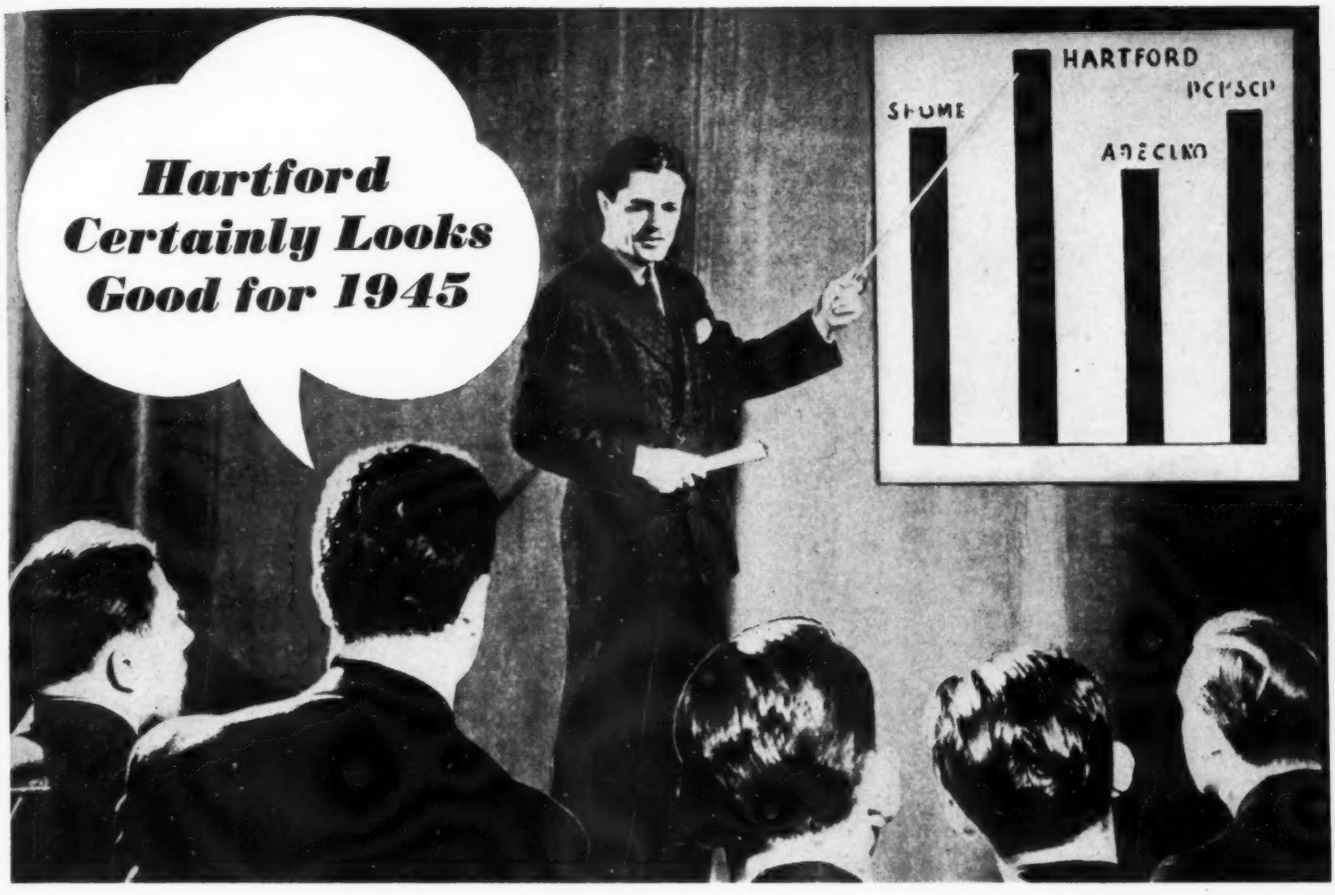
FLORIDA

Alachua	38.1	10,510	21,051
Baker	5.9	883	2,070
Bay	37.0	7,193	16,372
Bradford ...	11.9	1,746	3,339
Brevard ...	18.0	5,756	13,565
Broward ...	51.2	25,002	49,977
Calhoun ...	7.4	1,158	2,212
Charlotte ...	3.6	1,376	2,570
Citrus	5.0	1,138	2,350
Clay	8.1	842	2,153
Collier	4.3	1,201	2,127
Columbia ..	15.5	4,085	8,807
Dade	307.1	193,276	346,888
Miami	212.0	145,115	249,238
De Soto ...	8.3	2,286	5,203
Dixie	6.2	1,287	2,310
Duval	258.0	95,608	219,883
Jacksonville	230.0	89,840	197,941
Escambia ...	89.1	27,025	62,742
Flagler	2.4	461	1,033
Franklin ...	10.6	2,224	5,228
Gadsden ...	25.4	4,840	9,763
Gilchrist ...	3.4	489	1,215
Glades	1.9	399	1,093
Gulf	7.0	1,169	2,299
Hamilton ..	8.8	1,019	2,344
Hardee	8.7	1,266	4,786
Hendry	5.0	1,644	3,817
Hernando ..	5.2	1,602	3,193
Highlands ..	14.1	3,003	9,323
Hillsborough	201.4	88,078	183,379
Tampa	124.6	74,092	143,159
Holmes	14.0	924	2,501
Indian River	9.5	3,378	6,768
Jackson	30.9	4,658	11,434
Jefferson ...	11.2	1,251	2,829
Lafayette ...	3.5	415	1,353
Lake	28.2	6,926	20,226
Lee	21.7	8,715	16,495
Leon	35.7	10,290	21,120
Levy	11.7	1,936	4,316
Liberty	3.0	230	937
Madison ...	15.2	2,338	5,323
Manatee ...	25.3	8,371	18,282
Marion	30.5	8,666	19,018
Martin	6.5	1,821	4,144
Monroe	20.3	2,640	8,437
Nassau	10.7	1,996	4,023
Okaloosa ..	15.8	2,300	4,318
Okeechobee .	3.0	855	1,736
Orange	80.2	41,042	83,403
Osceola	9.8	2,781	6,291
Palm Beach	88.9	46,361	97,515

Compliments of

The Hartford Courant

To *Sales Management* for their very able Survey of Buying Power which *proves* what we've always said: the Hartford market is one of the best in the nation. To which we add: the best way to work that market is through the *Hartford Courant*.



Hartford has the second highest per capita War Bond quota in the United States—a quota well met and surpassed. . . . . 1943 War Bond sales are definitely a part of 1945 and 1950 spending power—not that we are urging people to cash in that soon, *but* . . . . If business is good—employment high, confidence sound, people willing to spend out of income—a high per capita War Bond holding will mean more of income can be spent. . . . . If business is poor, at least those who have money will better be able to spend than those who haven't.

See page 28 *(Sales Management's table of 100 Largest Counties)*

Hartford County, 30th in population, is 21st in retail sales. It moves up further in proportion to size than any other County in the United States.

Its per capita Effective Buying Income ($1,945), is third in the United States for counties of its size or larger.

In dollar *increase* of per capita E. B. I. it is led only by the counties:—St. Louis, Mo., Washington, D. C., and Jackson (Kansas City) Mo., none of which are as high in total per capita.

See page 32 *(Sales Management's table of 100 Largest Cities)*

Hartford City, 52nd in population, is 36th in retail sales. No city of its size or larger has anything like this proportionate ratio of sales to population.

• • •

In Effective Buying Income ($2,124), it is 6th in the United States—highest of all cities of its size or larger, east of the Rockies.

The Hartford Times is one of the country's outstanding newspapers in editorial quality, service leadership, home coverage and economy of rate. It's Greater Hartford coverage is 262% that of the other Daily; 165% that of the Sunday. Your advertising agency knows the facts. *For high sales potentials nearly everyone comes to Hartford.*

"In Hartford nearly everyone comes to the Times"

The Hartford Times

A Gannett Newspaper. Represented nationally by J. P. McKinney & Son; New York, Chicago, San Francisco

FLORIDA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Pasco	13.5	2,000	5,670
Pinellas	111.8	59,552	127,237
Polk	91.7	28,603	68,618
Putnam	18.2	4,703	10,194
St. Johns	20.8	6,972	15,470
St. Lucie	12.9	5,443	10,973
Santa Rosa	14.2	1,630	3,922
Sarasota	20.2	10,580	21,379
Seminole	21.2	5,691	13,354
Sumter	9.8	1,397	3,380

FLORIDA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Suwannee	16.1	2,926	6,346
Taylor	9.6	2,113	4,556
Union	5.2	354	953
Volusia	53.2	20,667	45,825
Wakulla	5.8	826	1,431
Walton	13.5	1,941	4,399
Washington	11.1	1,263	3,226
State Total	2093.0*	801,121	1,678,494

* County population partially estimated from OPA preliminary figures.

Miami

WIOD Covers This New Rich Market* As Completely As Miami's Magic Sun

*Just take a look at the figures on Miami (Dade County) Florida, in this issue of SM



National Representative
GEORGE P. HOLLINGBERY COMPANY

5,000 WATTS ★ 610 KC ★ NBC

GEORGIA

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Appling	11.6	1,569	4,133
Atkinson	6.6	525	1,434
Bacon	7.4	1,411	3,338
Baker	6.5	272	775
Baldwin	14.4	2,343	5,643
Banks	7.2	224	863
Barrow	12.7	1,935	4,938
Bartow	24.1	4,318	10,230
Ben Hill	13.3	3,923	7,980
Berrien	13.4	1,611	4,038
Bibb	99.5	47,481	96,658
Macon	75.0	44,083	81,580
Bleckley	8.7	1,251	3,204
Brantley	5.9	398	1,061
Brooks	17.4	2,284	5,584
Bryan	5.9	616	1,354
Bulloch	23.0	5,269	10,737
Burke	22.6	3,028	7,528
Butts	8.5	1,522	3,618
Calhoun	9.6	1,196	3,044
Camden	6.6	1,039	2,534
Candler	7.4	1,459	3,464
Carroll	29.3	4,519	10,959
Catoosa	11.9	764	1,891
Chalton	4.7	609	1,637
Chatham	140.7	70,019	131,996
Savannah	135.0	67,219	126,959
Chattahoochee	1.8	158	468
Chattooga	19.0	3,128	7,766
Cherokee	18.0	2,787	7,024
Clarke	29.2	11,908	23,296
Clay	6.7	884	2,653
Clayton	11.1	815	1,917
Clinch	5.7	808	2,039
Cobb	40.5	7,799	16,411
Coffee	20.5	4,124	8,951
Colquitt	33.0	6,303	14,913
Columbia	8.9	502	1,166
Cook	10.8	1,812	4,301
Coweta	26.5	4,860	11,943
Crawford	6.6	462	1,712
Crisp	15.8	4,971	9,004
Dade	5.6	385	899
Dawson	3.6	75	349
Decatur	23.0	4,022	9,421
De Kalb	63.0	12,331	69,118
Atlanta*	316.5	268,536	396,708
Dodge	17.5	2,521	6,460
Dooly	14.9	1,545	4,141
Dougherty	31.9	16,619	29,824
Albany	25.0	16,180	25,235
Douglas	9.1	1,241	3,326
Early	18.3	2,730	5,976
Echols	2.8	118	506
Effingham	9.1	920	2,409
Elbert	16.7	2,973	7,207
Emanuel	20.1	4,295	10,913
Evans	6.4	1,285	3,101
Fannin	14.4	958	2,373
Fayette	7.8	633	1,704
Floyd	59.5	18,206	31,619
Forsyth	9.9	658	2,190
Franklin	15.8	2,500	6,728
Fulton	470.6	311,200	549,398
Atlanta*	316.5	268,536	396,708

*Atlanta is in De Kalb and Fulton counties.



Florida's firmly established as a great Year round Market

★ Since Pearl Harbor, Florida's three great markets and their trading territories have gone through two winters and two summers . . . without the usual tourist trade and . . . without the usual "lull-season" so characteristic of the "old" Florida.

★ Now, Florida is firmly established as a year-round market with annual income, bank deposits, retail sales and postal receipts surpassing peak figures of any tourist year.

★ And new records have been established during the past eight months. June and July postal receipts topped those of January and February . . . and the circulation figures of Florida's three great dailies were higher this past summer than at the peak of the tourist season two years ago.

★ Now is the time to lay your groundwork for postwar gains.

The over 285,000 combined circulation of these 3 great Florida dailies gives you thorough coverage . . . at low cost.

TAMPA TRIBUNE ★ **FLORIDA TIMES-UNION** Jacksonville ★ **MIAMI HERALD**

National Representatives

Sawyer-Ferguson-Walker Co.
★
R. J. Bidwell Co., Pacific Coast

National Representatives

Reynolds-Fitzgerald, Inc.
★
Noee, Rothenburg & Jann, Inc., Atlanta

National Representatives

Story, Brooks & Finley, Inc.
★
A. S. Grant, Atlanta

GEORGIA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 WS Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Gilmer	9.2	851	1,764
Glascock	4.0	371	1,366
Glynn	33.1	11,256	22,201
Gordon	18.0	3,146	7,453
Grady	18.0	2,803	6,699
Greene	13.0	1,724	4,115
Gwinnett	26.9	3,605	8,065
Habersham	14.3	2,583	6,088
Hall	34.9	9,265	18,845
Hancock	11.4	1,424	3,883
Haralson	12.9	2,129	4,786
Harris	10.7	821	2,077
Hart	13.6	1,165	3,446
Heard	7.4	455	1,246
Henry	13.8	1,588	4,303
Houston	12.0	1,848	4,330
Irwin	12.4	1,283	3,162
Jackson	18.6	2,775	6,797
Jasper	7.8	1,174	3,270
Jeff Davis	7.9	986	2,650
Jefferson	18.6	2,753	6,866
Jenkins	10.8	1,475	3,686
Johnson	9.1	1,190	2,794
Jones	7.8	494	1,617
Lamar	9.6	1,600	3,885
Lanier	5.1	595	1,322
Laurens	29.0	5,211	12,200
Lee	6.8	529	1,182
Liberty	10.0	1,025	2,208
Lincoln	6.4	581	1,484
Long	3.3	277	734
Lowndes	32.3	11,797	26,086
Lumpkin	5.8	458	1,737
McDuffie	10.6	1,858	4,260
McIntosh	5.8	833	2,102
Macon	14.8	2,031	5,269
Madison	11.8	955	2,610
Marion	6.6	763	1,459
Meriwether	20.1	2,333	6,154
Miller	9.2	924	2,233
Mitchell	21.0	3,279	8,475
Monroe	10.3	1,652	3,892
Montgomery	8.1	716	1,766
Morgan	11.3	1,415	3,762
Murray	9.9	922	2,402
Muscogee	103.7	45,927	95,293
Columbus	65.0	40,461	62,096
Newton	19.6	3,719	8,364
Oconee	6.8	295	930
Oglethorpe	10.3	772	1,863
Paulding	11.2	946	2,605
Peach	11.3	2,446	6,329
Pickens	8.0	1,059	2,568
Pierce	10.7	1,811	4,290
Pike	9.1	728	1,848
Polk	27.6	6,023	15,179
Pulaski	9.4	1,799	4,238
Putnam	7.6	1,360	3,281
Quitman	2.9	152	547
Rabun	6.6	1,172	2,625
Randolph	14.6	2,311	5,983
Richmond	88.0	48,030	78,212
Augusta	75.2	46,897	70,153
Rockdale	7.2	1,182	2,815
Schley	4.5	488	1,438
Screven	18.0	2,385	6,251
Seminole	8.3	1,325	3,199

GEORGIA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Spalding	28.7	9,428	16,058
Stephens	15.0	2,724	6,755
Stewart	10.1	1,307	3,193
Sumter	23.9	5,358	12,662
Talbot	7.8	652	1,745
Taliaferro	5.5	444	1,341
Tattnall	14.7	1,893	4,299
Taylor	9.4	1,315	3,457
Telfair	12.8	2,082	5,243
Terrell	15.9	2,423	6,257
Thomas	32.1	7,018	16,337
Tift	18.6	5,009	10,646
Toombs	16.3	3,344	7,723
Towns	4.2	158	684
Treutlen	6.1	853	1,957
Troup	37.8	11,347	22,705
Turner	9.7	1,585	3,803
Twiggs	9.0	608	1,928
Union	7.0	270	1,153
Upson	24.7	5,721	13,645
Walker	31.0	4,478	10,628
Walton	19.8	3,191	7,541
Ware	27.5	10,279	16,810
Warren	9.9	1,062	3,071
Washington	18.7	2,707	7,090
Wayne	13.0	2,227	5,282
Webster	3.9	296	632
Wheeler	7.2	465	1,417
White	5.9	332	863
Whitfield	29.5	7,581	15,681
Wilcox	10.6	1,042	2,985
Wilkes	13.9	2,060	4,736
Wilkinson	10.1	1,077	2,703
Worth	19.3	1,742	4,168
State Total	3102.0*	919,047	1,889,854

*County population figures partially estimated from OPA preliminary figures.

HAWAII

Hawaii	524.0	306,576	576,285
Honolulu	223.0	261,967	486,243

IDAHO

Ada	49.6	39,146	71,929
Boise	30.0	36,020	59,193
Adams	2.7	690	1,241
Bannock	36.8	19,937	36,673
Bear Lake	6.6	2,760	5,636
Benewah	5.6	1,901	3,749
Bingham	18.6	6,219	10,987
Blaine	3.9	2,219	3,982
Boise	1.1	335	602
Bonner	13.5	4,728	8,630
Bonneville	21.6	14,294	19,346
Boundary	5.1	2,101	4,466
Butte	1.6	418	826
Camas	.9	297	599
Canyon	36.8	17,342	30,516
Caribou	2.1	1,027	1,819
Cassia	14.2	6,528	11,962
Clark	.8	184	392
Clearwater	6.7	3,248	5,387
Custer	2.4	1,080	1,941
Elmore	9.1	3,138	5,960

IDAHO—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Franklin	8.6	3,186	5,830
Fremont	7.6	2,673	5,316
Gem	7.0	3,297	5,928
Gooding	7.5	3,175	5,627
Idaho	8.7	3,638	6,354
Jefferson	8.8	2,124	4,272
Jerome	9.2	3,843	6,567
Kootenai	23.5	9,747	17,673
Latah	16.4	7,372	14,004
Lemhi	4.5	2,381	3,946
Lewis	3.9	1,610	3,265
Lincoln	3.5	1,181	2,430
Madison	7.5	2,852	5,910
Minidoka	8.1	3,211	5,950
Nez Perce	15.7	12,337	21,979
Oneida	4.0	1,451	2,818
Owyhee	4.9	1,164	2,142
Payette	7.8	3,651	6,640
Power	3.1	1,363	2,662
Shoshone	20.9	11,251	21,343
Teton	3.0	634	1,281
Twin Falls	31.0	18,647	28,669
Valley	4.3	1,994	3,740
Washington	7.0	4,016	6,060
State Total	466.2	234,390	417,049

ILLINOIS

Adams	57.9	21,262	52,225
Alexander	22.3	5,911	13,672
Bond	13.5	3,190	8,397
Boone	15.0	5,767	12,334
Brown	6.8	1,304	3,571
Bureau	34.7	9,838	25,242
Calhoun	6.9	1,158	2,727
Carroll	18.1	5,471	13,391
Cass	14.7	4,578	12,305
Champaign	71.3	32,191	70,512
Christian	35.1	10,918	25,842
Clark	16.3	3,743	10,101
Clay	16.4	3,927	9,253
Clinton	20.1	3,722	9,789
Coles	35.3	13,279	32,883
Cook	4081.1	2,470,682	5,850,445
Chicago	3452.8	2,214,000	5,227,035
Crawford	19.4	4,837	13,232
Cumberland	9.9	1,256	3,412
De Kalb	33.6	13,162	32,094
De Witt	16.4	5,271	13,549
Douglas	15.3	4,368	10,793
Du Page	114.7	35,570	93,230
Edgar	22.8	7,052	16,135
Edwards	8.1	1,533	3,700
Effingham	18.9	6,469	15,500
Fayette	23.8	7,051	17,346
Ford	13.8	5,032	12,117
Franklin	44.7	9,873	26,734
Fulton	42.5	11,239	27,025
Gallatin	9.5	1,417	3,866
Greene	18.4	3,696	9,968
Grundy	19.2	5,048	13,093
Hamilton	12.9	1,411	3,908
Hancock	24.2	5,000	13,551
Hardin	8.2	797	2,200
Henderson	8.0	1,015	2,795
Henry	42.3	13,677	32,750

Oh, What A BASIC Difference Night-Time Makes!



HERE are two realistic pictures. . . . One a trolley load of work-bound citizens struggling to read their morning papers. . . . Quite a stunt, what with all the jerk, jostle, distraction and optical strain. . . . And this trouble goes double in these frantic war days when the trolleys and busses and "L" and even the suburban trains are packing 'em in and standing 'em up. . . . But now look at the difference in the second picture. . . . These folks are truly reading. . . . They have their evening newspaper at home. . . . They are physically comfortable. . . . They are in the reading mood. . . . Thus they enjoy their evening paper leisurely and read more thoroughly. . . . That's why advertisers all over the nation rate The Chicago Daily News—with its MILLION READER-FRIENDS — as Chicago's BASIC advertising medium.



BASIC

THE CHICAGO DAILY NEWS

FOR 67 YEARS CHICAGO'S *HOME* NEWSPAPER
ITS PLACE IN THE HOME IS ONE OF RESPECT AND TRUST

DAILY NEWS PLAZA: *400 West Madison Street,* CHICAGO
DETROIT OFFICE: *7-218 General Motors Building*
NEW YORK OFFICE: *9 Rockefeller Plaza*
SAN FRANCISCO OFFICE: *Hobart Building*

ILLINOIS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Iroquois ...	29.4	8,055	20,633
Jackson ...	34.9	9,440	23,161
Jasper	11.6	1,792	4,828
Jefferson ..	34.6	11,256	24,059
Jersey	13.0	2,803	7,265
Jo Daviess..	20.5	4,979	11,981
Johnson ...	8.9	1,236	3,384
Kane	126.4	53,192	136,732
Kankakee ..	52.8	17,363	39,427
Kendall ...	10.1	2,027	5,104

ILLINOIS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Knox	48.4	19,717	48,331
Lake	120.7	48,821	117,805
La Salle ...	96.5	35,848	86,590
Lawrence ..	20.1	5,188	13,658
Lee	29.7	9,058	24,932
Livingston .	33.3	9,333	23,193
Logan	23.3	6,824	17,347
McDonough	26.0	8,349	20,400
McHenry ..	37.9	14,821	35,789

ILLINOIS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
McLean ...	67.7	27,503	74,925
Bloomington	32.9	25,304	45,156
Macon	85.1	44,545	90,566
Macoupin ..	42.0	9,659	23,364
Madison ...	166.9	53,336	132,674
Marion	42.0	19,233	46,581
Marshall ...	11.8	2,985	8,055
Mason	14.3	4,045	10,401
Massac	13.5	2,445	5,855
Menard	8.9	2,160	6,035
Mercer	16.3	3,996	10,856
Monroe ...	12.1	3,201	9,069
Montgomery	29.8	8,845	24,514
Morgan ...	28.7	10,990	23,348
Moultrie ..	11.5	2,403	6,283
Ogle	28.8	7,951	20,978
Peoria	144.8	95,533	198,252
Peoria ...	101.0	87,601	157,836
Perry	21.4	5,131	13,993
Piatt	12.9	2,817	7,434
Pike	22.0	4,741	12,884
Pope	6.2	741	1,98
Pulaski	14.0	1,575	4,264
Putnam	4.6	739	1,939
Randolph ..	26.5	5,225	14,321
Richland ..	15.4	5,264	11,821
Rock Island.	116.7	61,130	126,449
Moline-Rock Island-E. Moline .	102.6	57,706	111,369
St. Clair ...	178.1	82,861	198,143
E. St. Louis	80.0	44,471	90,435
Saline	32.5	8,578	21,831
Sangamon ..	118.2	56,345	128,916
Schuyler ...	9.7	1,868	4,987
Scott	6.9	1,355	3,848
Shelby	23.4	4,368	11,646
Stark	8.0	1,994	5,614
Stephenson	38.7	15,926	38,484
Tazewell ..	58.9	15,078	38,064
Union	17.1	3,457	8,287
Vermilion ..	78.5	26,964	75,587
Wabash	13.2	3,985	9,481
Warren	19.6	6,958	17,002
Washington	14.3	2,903	7,338
Wayne	19.4	3,755	8,907
White	20.6	4,364	10,222
Whiteside .	42.7	14,351	35,128
Will	115.7	34,424	93,882
Williamson	47.3	9,829	26,560
Winnebago	127.7	72,837	154,502
Rockford .	93.0	70,845	124,615
Woodford .	17.7	5,465	14,535
State Total	7742.3	3,775,675	8,984,112

INDIANA

Adams	20.6	7,337	12,059
Allen	155.7	101,782	235,870
Ft. Wayne	130.0	95,688	210,937
Bartholomew	31.0	12,326	22,006
Benton	10.7	4,858	8,479
Blackford ..	12.6	5,323	10,929
Boone	21.4	8,585	15,531
Brown	5.1	659	1,577
Carroll	14.1	5,001	9,197



*A Good Showing in ROCKFORD

★ One of the highest median home-owned valuations in the country . . . well above the state or national median figures.

111,885 (CENSUS BUREAU 1942)

Best Test City in the Mid-West

ROCKFORD, ILLINOIS

42% INCREASE IN SEPTEMBER BANK DEBITS

ROCKFORD MORNING STAR . . . ROCKFORD REGISTER-REPUBLIC

Ruth Hanna Simms, Publisher



Use the *Combination* in PRAIRIE FARMER LAND!

. . . it's Lincoln Land!

Some hundred years ago a humble, hard-working man—store keeper and lawyer—lived in this territory. Typically American, typically Midwestern, he became the national idol . . . representative of a great people.

Folks living in the Great Plains states today have a lot in common with Lincoln. They're friendly, hard-working, honest and thrifty. There's a homespun quality about them, a deep, driving interest in the common things—family picnics, home life, their neighbors' crops and their neighbors' families.

We're one of these people. Prairie Farmer-WLS is their friend and neighbor. They have confidence in us. You really get into the *homes* and into the *hearts* of the millions throughout Prairie Farmer Land . . . and what you have to sell gets there, too . . . when you use The Combination: Prairie Farmer and WLS.

Lincoln Land . . a *Balanced* Market!

Prairie Farmer Land is a rich, balanced market. Containing more than 15 million people, this market has 4 million families, one-third of them rural and two-thirds urban.

The farmer today has more money in his pockets than ever before. He's working, in many cases, 16 hours a day, but there's more than profit incentive. It's a deep-down patriotism of an unselfish sort. With his new cash, the farmer is accumulating a tremendous buying power, with postwar prosperity assured. The industrial workers, in the cities and towns of Lincoln Land, with War Production their incentive, are bringing home pay envelopes the like of which they have not had before.

These Lincoln Land families, with their new income, form a market that must not be ignored. And the way to sell that market is to use The Combination: Prairie Farmer-WLS.



Use the Combination—

PRAIRIE FARMER and WLS

BURRIDGE D. BUTLER
Publisher

Since 1841

CHICAGO

Double Your SALES Power *in Prairie Farmer Land!*

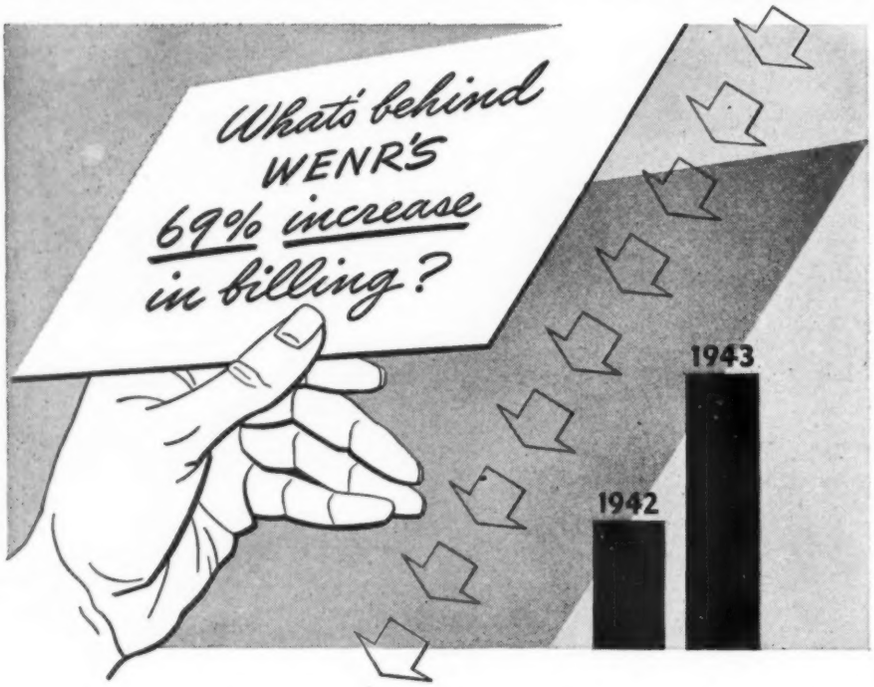
INDIANA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Cass	32.0	14,769	28,529
Clark	40.5	9,514	20,206
Clay	22.5	7,906	13,991
Clinton	26.9	13,798	26,087
Crawford	8.5	1,421	2,983
Daviess	27.3	8,136	15,189
Dearborn	22.0	6,372	12,818
Decatur	16.0	6,910	12,374
De Kalb	23.4	10,052	18,714

INDIANA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Delaware	76.6	38,935	72,601
Dubois	20.0	5,497	9,638
Elkhart	72.1	38,340	73,577
Fayette	20.2	7,944	15,826
Floyd	39.8	13,436	27,882
Fountain	13.8	5,525	10,436
Franklin	13.3	3,433	6,707
Fulton	14.1	5,658	11,817
Gibson	28.5	8,495	17,378

Here's the Answer to that $64 Question:



★ **MAXIMUM COVERAGE WITH 50,000 WATTS!** You want the biggest potential market for your money and WENR delivers it. Covers 111 of 170 cities over 10,000 population in Illinois, Indiana, Michigan and Wisconsin. Covers more of these cities than any other Chicago station.

★ **AN OUTSTANDING SALES PRODUCER.** One advertiser received 700% more returns than expected. Another, Feltman & Curme, offered a Battle Set premium with each pair of children's shoes purchased. In three short weeks they gave away not only their initial stock of 2,000 sets, but also 20,000 additional premiums. For a high-priced specialty item usually sold by highly-trained house-to-house salesmen, WENR produced inquiries at 1/6 to 1/12 their average inquiry cost.

★ **AT LOWEST COST PER 1000 FAMILIES.** Not only does WENR offer you maximum coverage and productive programs, but also gives the *LOWEST* cost per thousand *families* to start with. No wonder the number of advertisers using WENR since 1942 has *DOUBLED!*

WENR

50,000 WATTS · 890 KILOCYCLES
A CLEAR CHANNEL STATION
Owned and Operated by
The Blue Network Company

Represented Nationally by Blue Spot Sales
New York Chicago Hollywood Detroit

INDIANA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Grant	54.0	24,496	50,358
Greene	33.1	10,152	19,954
Hamilton	23.9	9,254	17,606
Hancock	17.5	6,678	14,088
Harrison	16.2	3,037	6,325
Hendricks	19.2	5,929	11,307
Henry	39.0	15,773	32,341
Howard	46.9	23,238	42,751
Huntington	28.0	12,789	25,852
Jackson	25.4	9,264	17,886
Jasper	14.2	5,532	9,997
Jay	21.2	8,840	15,965
Jefferson	18.4	5,261	10,568
Jennings	11.9	2,985	5,179
Johnson	24.8	8,410	15,199
Knox	40.8	19,347	37,228
Kosciusko	27.8	11,512	20,718
Lagrange	13.3	4,520	7,840
Lake	317.2	163,656	362,690
Gary	123.0	68,551	147,618
LaPorte	66.4	30,605	53,133
Lawrence	32.6	9,437	19,794
Madison	89.9	43,063	83,680
Marion	505.7	321,227	822,471
Indianapolis	415.0	311,215	723,360
Marshall	24.8	9,972	20,826
Martin	10.0	2,084	3,872
Miami	26.4	11,537	24,410
Monroe	37.0	15,634	29,012
Montgomery	25.4	12,133	24,735
Morgan	19.9	7,161	13,044
Newton	9.6	4,117	7,417
Noble	20.6	8,604	17,932
Ohio	3.5	836	1,818
Orange	15.1	5,033	9,028
Owen	10.6	3,219	5,700
Parke	14.8	4,506	8,079
Perry	15.4	3,573	6,755
Pike	14.8	4,266	7,976
Porter	30.2	12,272	22,861
Posey	18.7	5,278	9,369
Pulaski	11.4	4,037	7,267
Putnam	18.6	6,219	12,753
Randolph	23.4	9,134	18,928
Ripley	16.4	5,789	11,177
Rush	17.1	6,249	12,982
St. Joseph	169.0	94,859	211,462
South Bend	112.0	75,932	147,021
Scott	10.0	2,322	4,710
Shelby	23.9	10,384	20,799
Spencer	14.5	2,802	5,760
Starke	14.6	4,464	7,642
Steuben	12.5	6,802	11,959
Sullivan	23.1	6,993	13,585
Switzerland	7.0	1,217	2,668
Tippecanoe	55.8	33,978	66,771
Tipton	13.4	4,568	9,472
Union	5.5	2,175	4,275
Vanderburgh	144.9	81,643	186,509
Evansville	113.0	78,377	164,120
Vermillion	19.5	6,409	11,971
Vigo	97.1	57,890	132,657
Terre Haute	67.0	53,255	103,399
Wabash	25.1	10,477	22,788
Warren	8.0	1,694	3,613
Warrick	18.4	4,983	9,276
Washington	15.7	3,659	6,679

INDIANA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Wayne	58.4	30,846	61,197
Wells	17.5	6,766	11,427
White	15.1	5,789	11,360
Whitley ...	16.1	6,332	12,469
State Total	3444.9	1,635,722	3,520,321
IOWA			
Adair	12.1	4,051	8,127
Adams	8.7	2,596	5,410

IOWA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Allamakee .	15.4	5,981	9,368
Appanoose .	20.3	7,036	13,689
Audubon ..	10.9	4,063	7,409
Benton	20.5	8,580	14,478
Black Hawk	78.6	51,518	92,261
Boone	25.1	10,939	19,235
Bremer	16.2	7,749	12,852
Buchanan ..	17.4	5,865	10,545
Buena Vista.	17.2	9,406	14,475

★

★

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The South Bend Tribune has a circulation of more than 80,000. Of this total 51,556 is in St. Joseph County—which is 117 percent coverage of the county's homes.

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The effective buying power in St. Joseph County—estimated population 169,046—was $178,148,000 for 1942, a gain of 23.3 percent over '41. Furthermore, the money going out to prospective buyers increases every pay day. There is only one way to reach this rich market effectively and that is by using The Tribune, with its concentrated coverage in St. Joseph County.

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IOWA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Butler	16.1	5,771	10,084
Calhoun	15.7	6,955	12,209
Carroll	20.9	10,209	17,254
Cass	16.9	9,130	14,584
Cedar	14.7	6,466	11,120
Cerro Gordo	39.8	24,851	49,600
Cherokee	14.8	6,414	11,129
Chickasaw	13.5	5,088	9,327
Clarke	8.7	2,809	5,465
Clay	15.6	10,030	16,005
Clayton	27.9	9,122	16,570
Clinton	43.3	22,006	52,528
Crawford	18.4	6,856	12,563
Dallas	22.1	9,781	18,986
Davis	9.6	2,525	5,072
Decatur	12.8	3,816	7,668
Delaware	15.4	5,483	10,091
Des Moines	43.0	19,321	45,422
Dickinson	10.1	4,987	8,560
Dubuque	60.6	32,038	67,281
Emmet	11.7	6,466	10,594
Fayette	26.7	11,183	21,157
Floyd	17.7	7,817	13,299
Franklin	14.7	6,143	9,074
Fremont	12.5	3,006	6,266
Greene	13.4	5,387	9,919
Grundy	12.7	5,195	9,198
Guthrie	15.0	4,820	9,260
Hamilton	17.6	7,825	13,189



THE NEWARK ESSEX COUNTY MARKET

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TURN NOW TO:

a. The NEW JERSEY section of this study, page 119.

b. The NEWARK EVENING NEWS ad on page 4.

IOWA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Hancock	14.0	5,240	9,099
Hardin	20.2	10,458	16,419
Harrison	19.9	6,772	12,487
Henry	16.8	4,781	9,063
Howard	12.2	4,350	7,712
Humboldt	11.8	4,645	8,111
Ida	9.4	4,085	7,934
Iowa	15.4	6,681	11,389
Jackson	17.8	7,393	13,436
Jasper	28.6	10,742	25,317
Jefferson	14.3	5,578	10,482
Johnson	33.0	16,621	33,284
Jones	16.9	6,262	10,777
Keokuk	16.2	6,283	11,024
Kossuth	24.1	10,119	16,655
Lee	39.3	15,563	38,134
Linn	88.7	56,840	152,526
Cedar Rapids	65.0	54,189	114,683
Louisa	10.6	3,823	7,085
Lucas	11.7	4,484	8,865
Lyon	13.6	4,232	8,340
Madison	12.4	4,265	8,327
Mahaska	23.1	10,351	21,229
Marion	22.3	8,461	13,409
Marshall	31.8	16,300	30,411
Mills	11.4	3,519	6,868
Mitchell	12.7	5,081	9,338
Monona	14.9	5,200	9,809
Monroe	12.2	3,593	6,742
Montgomery	14.0	6,484	11,960
Muscatine	29.5	14,405	29,007
O'Brien	16.4	8,311	14,682
Osceola	9.6	3,999	7,126
Page	20.2	12,610	19,724
Palo Alto	14.4	5,828	10,102
Plymouth	21.0	7,831	13,370
Pocahontas	14.4	5,626	10,572
Polk	193.9	124,667	332,516
Des Moines	170.0	119,939	309,684
Pottawattamie	62.2	23,776	66,204
Poweshiek	17.4	7,323	15,255
Ringgold	9.4	2,357	5,232
Sac	15.7	6,724	12,412
Scott	88.2	51,053	128,168
Davenport	70.0	49,001	111,234
Shelby	15.9	6,123	11,608
Sioux	24.9	8,369	14,147
Story	33.9	16,352	31,733
Tama	19.4	7,275	13,145
Taylor	12.3	3,196	6,587
Union	14.0	6,485	11,656
Van Buren	10.8	2,706	5,977
Wapello	45.2	20,200	47,101
Warren	16.0	4,954	9,648
Washington	17.5	7,699	13,463
Wayne	11.5	3,162	6,558
Webster	37.2	22,613	44,399
Winnebago	10.7	5,080	8,811
Winneshiek	19.8	7,175	12,372
Woodbury	95.1	64,242	182,962
Sioux City	77.4	57,339	152,019
Worth	10.3	3,352	6,570
Wright	17.5	7,533	14,959
State Total	2337.9	1,108,516	2,353,621

KANSAS

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Allen	16.6	6,497	13,942
Anderson	10.0	3,365	7,617
Atchison	19.3	7,958	16,973
Barber	7.7	3,900	8,209
Barton	24.3	13,158	25,806
Bourbon	16.5	7,493	16,641
Brown	13.8	5,882	13,954
Butler	30.4	13,709	28,401
Chase	5.2	1,586	4,204
Chautauqua	7.1	2,573	4,990
Cherokee	27.9	7,343	15,952
Cheyenne	5.3	2,139	4,738
Clark	3.4	1,938	3,540
Clay	11.2	5,652	11,670
Cloud	15.0	7,861	15,630
Coffey	10.6	3,935	8,484
Comanche	3.8	1,852	4,117
Cowley	34.2	16,914	37,326
Crawford	41.5	17,640	41,210
Decatur	6.4	1,904	5,340
Dickinson	21.0	9,525	19,630
Doniphan	10.5	2,312	5,798
Douglas	34.2	18,598	38,780
Edwards	5.5	2,097	5,488
Elk	6.4	1,908	4,479
Ellis	16.1	6,764	14,118
Ellsworth	8.6	3,030	7,460
Finney	11.9	8,143	12,203
Ford	17.0	10,683	22,010
Franklin	19.5	9,173	20,195
Geary	17.5	7,976	12,535
Gove	4.2	1,061	2,581
Graham	4.7	1,051	3,029
Grant	1.9	648	1,887
Gray	5.0	1,362	3,157
Greeley	1.5	368	894
Greenwood	13.1	5,477	12,412
Hamilton	2.6	1,190	2,703
Harper	9.7	4,700	10,385
Harvey	20.5	9,837	20,548
Haskell	2.0	595	1,279
Hodgeman	3.5	697	1,979
Jackson	11.3	3,205	7,832
Jefferson	11.3	2,456	6,123
Jewell	9.8	2,520	6,266
Johnson	42.9	12,023	24,831
Kearny	2.4	594	1,501
Kingman	10.5	4,091	8,654
Kiowa	4.3	1,505	2,841
Labette	31.8	10,629	25,046
Lane	2.5	897	1,960
Leavenworth	30.7	10,947	27,222
Lincoln	6.7	1,806	3,972
Linn	10.2	2,918	7,501
Logan	3.7	1,317	3,572
Lyon	23.3	11,723	28,599
McPherson	22.7	10,317	23,950
Marion	17.1	6,304	13,929
Marshall	18.3	6,756	15,405
Meade	5.2	2,241	4,876
Miami	15.3	5,045	11,080
Mitchell	9.7	4,581	10,106
Montgomery	49.0	24,113	50,082
Morris	8.6	2,975	7,449
Morton	2.1	828	2,003

KANSAS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Nemaha ...	14.4	4,327	10,771
Neosho	19.5	7,948	16,216
Ness	6.4	1,781	4,378
Norton	8.2	2,646	6,737
Osage	12.1	3,654	7,769
Osborne ...	7.0	2,544	6,307
Ottawa	7.6	2,391	6,252
Pawnee	7.8	3,500	7,917
Phillips ...	8.8	3,042	7,380
Pottawatomie	12.2	4,353	9,795
Pratt	11.8	7,258	15,395
Rawlins ...	5.2	1,589	3,655
Reno	50.5	31,212	62,256
Republic ..	11.0	3,750	7,565
Rice	14.7	7,325	15,508
Riley	22.8	13,258	26,598
Rooks	7.8	2,559	6,130
Rush	7.0	2,130	5,339
Russell	12.2	5,600	11,753
Saline	34.2	22,585	45,450
Scott	3.8	1,644	3,232
Sedgwick ..	194.3	128,244	337,323
Wichita ..	184.1	122,909	320,334
Seward	7.8	6,060	8,468
Shawnee ...	85.0	62,304	163,148
Topeka ...	73.8	58,423	147,446
Sheridan ...	4.3	992	2,785
Sherman ...	6.1	3,178	6,562
Smith	8.6	2,432	6,079
Stafford ...	9.1	3,764	7,884
Stanton	1.5	616	1,378
Stevens	2.8	873	2,434
Sumner ...	22.2	8,995	19,225
Thomas ...	6.1	3,203	6,224
Trego	4.6	1,513	3,344
Wabaunsee .	7.6	2,040	4,834
Wallace ...	2.0	579	2,053
Washington.	13.1	4,600	10,972
Wichita ...	2.0	901	1,716
Wilson	15.3	5,011	10,796
Woodson ..	6.6	1,930	3,810
Wyandotte .	151.2	71,266	194,245
Kansas City	135.0	65,214	175,500
State Total	1731.7	813,882	1,886,777

KENTUCKY

Adair	16.7	1,795	3,355
Allen	13.6	2,344	4,369
Anderson ..	8.2	1,820	3,912
Ballard	8.9	1,255	2,587
Barren	25.7	6,095	12,472
Bath	10.1	1,233	2,609
Bell	43.2	9,459	17,536
Boone	10.5	1,554	3,332
Bourbon ...	16.6	4,566	8,400
Boyd	44.3	16,716	35,370
Boyle	16.6	6,718	12,385
Bracken ...	8.4	1,719	3,613
Breathitt ..	19.1	1,196	2,536
Breckinridge.	15.5	1,928	4,144
Bullitt	9.1	1,217	2,242
Butler	11.4	870	1,917
Caldwell ..	13.4	2,929	5,629
Calloway ..	17.3	3,639	7,272

KENTUCKY—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Campbell ..	70.5	26,060	56,367
Carlisle ...	6.4	1,024	2,063
Carroll	7.8	2,751	5,434
Carter	22.4	2,559	5,172
Casey	17.0	1,131	2,155
Christian ..	34.9	8,724	16,104
Clark	16.8	5,736	11,312
Clay	20.3	1,453	2,715
Clinton	9.7	923	1,819
Crittenden .	10.4	1,892	3,598
Cumberland .	10.1	1,212	2,171
Daviess	50.3	21,727	35,996
Edmonson .	9.4	847	1,833
Elliott	6.9	517	1,319
Estill	15.1	2,257	4,524
Fayette	78.9	54,089	112,451
Lexington .	53.0	53,635	86,691
Fleming ...	11.7	2,115	4,330
Floyd	45.9	7,314	13,504
Franklin ...	20.9	8,809	16,683
Fulton	14.3	4,977	8,332
Gallatin	3.4	725	1,356
Garrard	10.6	2,104	4,330
Grant	9.0	2,296	4,410
Graves	29.3	7,764	14,721
Grayson	15.4	1,835	3,788
Green	11.0	1,181	2,496
Greenup ...	19.4	2,519	5,364
Hancock ...	5.8	811	1,838
Hardin	30.7	8,740	16,014
Harlan	67.9	16,521	32,436
Harrison ...	12.8	4,843	7,574
Hart	14.8	2,168	4,391
Henderson .	28.8	8,012	15,622
Henry	11.3	2,322	4,913
Hickman ...	7.1	1,271	2,550
Hopkins ...	33.7	9,521	17,710
Jackson	12.2	1,032	1,834
Jefferson ...	432.9	259,201	596,917
Louisville..	355.0	241,973	525,555
Jessamine ..	11.0	2,914	5,317
Johnson ...	22.1	4,258	7,726
Kenton	96.4	34,447	81,590
Knott	17.5	958	1,690
Knox	24.6	2,924	5,481
Larue	9.3	1,578	2,935
Laurel	21.7	2,836	5,065
Lawrence ..	13.7	1,310	2,623
Lee	8.9	946	2,059
Leslie	13.1	745	1,376
Letcher	36.1	5,723	10,604
Lewis	13.4	1,154	2,557
Lincoln	17.0	2,504	4,621
Livingston .	8.3	852	2,050
Logan	20.9	4,128	7,534
Lyon	6.3	836	1,561
McCracken .	46.5	21,452	44,813
McCreary ..	15.9	2,194	4,500
McLean	9.7	1,395	2,950
Madison ...	30.6	7,003	14,513
Magoffin ...	13.4	769	1,592
Marion	15.3	2,998	5,443
Marshall ...	13.8	2,028	3,682
Martin	9.0	511	1,131
Mason	17.8	6,939	10,760
Meade	8.2	1,138	2,092

KENTUCKY—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Menifee ...	4.6	394	669
Mercer	13.5	3,648	6,796
Metcalfe ...	9.2	547	1,007
Monroe	13.6	1,379	2,606
Montgomery	11.5	3,371	6,302
Morgan	13.1	988	2,094
Muhlenberg	31.7	6,406	11,747
Nelson	17.3	3,753	6,847
Nicholas ...	7.3	1,460	3,156
Ohio	18.6	2,408	4,429
Oldham ...	7.6	990	2,136
Owen	9.3	1,730	3,830
Owsley	7.0	454	1,033
Pendleton ..	8.8	1,867	4,227
Perry	44.1	9,885	18,630
Pike	67.4	10,263	18,892
Powell	6.0	371	1,171
Pulaski	33.4	5,402	10,031
Robertson ..	2.9	509	1,065
Rockcastle ..	14.9	1,322	2,697
Rowan	11.4	2,020	3,812
Russell	12.8	1,111	1,855
Scott	13.2	3,496	7,078
Shelby	16.4	4,704	9,295
Simpson ...	10.7	2,846	5,257
Spencer	5.7	797	1,969
Taylor	13.0	2,607	5,469
Todd	13.3	1,909	4,250
Trigg	10.5	1,330	2,876
Trimble ...	5.0	406	1,224
Union	17.2	3,617	7,150
Warren	34.1	10,680	19,626
Washington	12.0	2,338	4,207
Wayne	15.7	1,790	3,369
Webster ...	17.3	4,096	7,720
Whitley ...	29.0	6,123	11,059
Wolfe	8.5	479	1,359
Woodford ..	11.0	2,806	5,669
State Total	2663.5	780,878	1,628,700

LOUISIANA

Arcadia	43.0	12,644	21,082
Allen	17.0	3,316	5,474
Ascension ..	20.7	5,367	7,912
Assumption	17.1	4,165	6,036
Avoyelles ..	36.3	7,546	11,228
Beauregard .	17.3	3,958	6,796
Bienville ...	21.1	4,314	7,219
Bossier	31.1	7,667	11,001
Caddo	136.1	68,293	205,213
Shreveport	115.0	67,417	183,456
Calcasieu ..	76.1	31,818	63,141
Caldwell ...	10.6	2,203	3,437
Cameron ...	5.7	820	1,523
Catahoula ..	11.7	1,785	3,003
Claiborne ..	27.1	6,060	10,404
Concordia ..	13.6	3,231	4,906
De Soto ...	28.4	6,120	10,200
East Baton Rouge ...	115.4	67,527	104,204
E. Carroll ..	16.4	3,595	5,868
E. Feliciana	13.6	1,385	2,328
Evangeline .	31.5	4,722	6,841
Franklin ...	29.8	5,556	9,235
Grant	16.2	2,840	4,710

LOUISIANA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Iberia	35.4	13,120	19,200
Iberville ...	24.7	6,254	10,436
Jackson	16.3	4,923	7,923
Jefferson ...	62.3	21,109	30,997
Jefferson Davis ...	23.3	7,952	11,482
Lafayette ...	44.5	15,260	22,958
Lafourche ..	35.5	12,810	19,176
La Salle ...	12.6	3,400	5,474
Lincoln	23.1	6,155	9,064
Livingston .	16.5	2,603	3,522
Madison ...	17.3	4,528	6,399
Morehouse .	26.6	6,424	10,364
Natchitoches	38.5	7,866	11,455
Orleans	525.8	237,160	736,050
New Orleans	525.8*	237,160	736,050
Ouachita ...	61.9	33,040	55,481
Plaquemines	10.0	1,405	2,070
Pointe Coupee ..	22.6	4,756	6,805
Rapides	91.5	26,254	48,730
Red River ..	14.5	2,362	3,924
Richland ...	26.3	5,125	8,313
Sabine	22.0	4,557	7,515
St. Bernard	7.7	1,262	1,838
St. Charles .	12.1	2,708	3,883
St. Helena ..	8.1	547	1,151
St. James ...	14.6	2,862	4,703
St. John the Baptist ..	13.7	2,915	4,181
St. Landry ..	70.9	17,340	25,259
St. Martin ..	23.8	4,556	6,488
St. Mary ...	33.8	8,868	12,172
St. Tammany	22.8	6,461	9,233
Tangipahoa .	43.6	12,737	19,446
Tensas	13.6	2,348	4,042
Terrebonne .	36.2	14,006	21,211
Union	21.4	3,596	5,962
Vermilion ..	35.2	8,122	12,524
Vernon	27.7	4,367	7,190
Washington	33.4	10,645	15,610
Webster ...	35.5	9,885	14,303
West Baton Rouge ...	10.7	2,188	3,209
W. Carroll .	17.5	3,057	4,215
W. Feliciana	8.2	866	1,521
Winn	15.3	3,641	4,976
State Total	2392.8	804,972	1,732,416

*Official OPA Book #2 Registration.

MAINE

Androscoggin	77.8	45,125	74,429
Arrostook ..	80.8	34,091	53,949
Cumberland	161.1	141,231	316,744
Portland ..	90.0	100,274	179,251
Franklin ...	18.2	8,027	13,764
Hancock ...	25.1	12,837	23,209
Kennebec ..	68.9	34,665	59,858
Knox	22.6	13,287	23,738
Lincoln	14.7	8,154	12,528
Oxford	37.9	16,459	28,847
Penobscot ..	94.6	45,457	103,068
Bangor ...	30.0	29,952	47,601
Piscataquis .	17.7	6,648	11,261
Sagadahoc .	18.6	9,056	13,697
Somerset ...	31.7	12,747	21,923
Waldo	17.2	6,408	11,180
Washington	30.7	13,339	20,979
York	90.6	39,225	62,558
State Total	808.2	446,756	851,732

MARYLAND

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Allegany ...	85.7	38,646	99,951
Cumberland	43.0	37,276	59,728
Anne Arundel	72.6	30,733	47,027
*Baltimore .	1141.4	767,965	1,797,224
Baltimore .	998.0	721,886	1,563,181
Calvert	11.1	4,585	6,996
Caroline ...	16.3	8,548	12,689
Carroll	36.2	18,240	27,867
Cecil	29.9	13,897	21,127
Charles	21.2	7,486	10,254
Dorchester .	24.1	13,947	20,451
Frederick ..	53.2	38,319	54,991
Garrett	19.3	8,486	11,072
Harford	43.6	21,912	32,443
Howard	18.7	9,672	13,065
Kent	13.3	9,310	13,411
Montgomery	108.8	62,352	84,519
Prince Georges	112.5	48,157	71,500
Queen Annes	12.5	6,100	8,818
St. Marys ..	18.2	6,086	8,138
Somerset ...	18.0	6,331	8,777
Talbot	16.3	13,992	19,538
Washington	71.6	49,215	67,625
Wicomico ..	32.8	26,673	35,126
Worcester ..	18.7	15,020	20,676
State Total	1996.0	1,225,672	2,493,285

*Baltimore County combined with the City of Baltimore.

MASSACHUSETTS

Barnstable ..	37.0	23,383	51,123
Berkshire ..	123.2	57,270	108,230
Bristol	346.2	164,126	406,360
Fall River..	114.2	59,539	123,822
New Bedford	115.1	58,967	137,789
Dukes	4.8	3,540	6,609
Essex	470.0	196,878	430,581
Franklin ...	48.4	21,746	43,150
Hampden ..	329.7	213,753	470,731
Holyoke ..	57.7	32,988	80,585
Springfield	160.0	129,516	256,844

MASSACHUSETTS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Hampshire .	68.6	26,631	50,890
Middlesex ..	943.7	426,794	1,214,840
Lowell ...	101.4	54,909	145,076
Nantucket ..	2.6	1,985	3,851
Norfolk	326.0	132,766	268,392
Plymouth ..	162.9	76,466	153,432
Suffolk	829.1	699,464	1,459,933
Boston	784.6	654,030	1,155,580
Worcester ..	479.7	270,416	582,719
Worcester .	195.0	137,525	274,603
State Total	4171.9	2,315,218	5,250,841

MICHIGAN

Alcona	4.4	1,186	3,261
Alger	8.6	2,979	7,791
Allegan ...	38.2	13,255	33,443
Alpena	18.9	11,230	23,074
Antrim	9.3	2,229	5,927
Arenac	7.4	2,254	5,761
Baraga	6.8	2,280	5,808
Barry	21.1	5,854	14,845
Bay	75.9	47,225	91,416
Bay City ..	53.0	44,893	69,910
Benzie	6.2	2,232	5,775
Berrien	91.4	40,495	101,881
Branch	24.7	8,910	23,957
Calhoun ...	101.0	65,370	139,293
Battle Creek	49.9	50,173	80,346
Cass	21.0	6,038	15,700
Charlevoix .	10.4	3,646	9,137
Cheyboygan .	10.5	3,792	10,196
Chippewa ..	28.7	13,270	31,462
Clare	8.2	2,950	7,551
Clinton	25.9	6,642	16,954
Crawford ..	2.6	1,397	3,115
Delta	31.5	12,891	36,480
Dickinson ..	23.4	8,705	22,924
Eaton	33.5	11,150	31,705
Emmet	12.6	8,014	17,990

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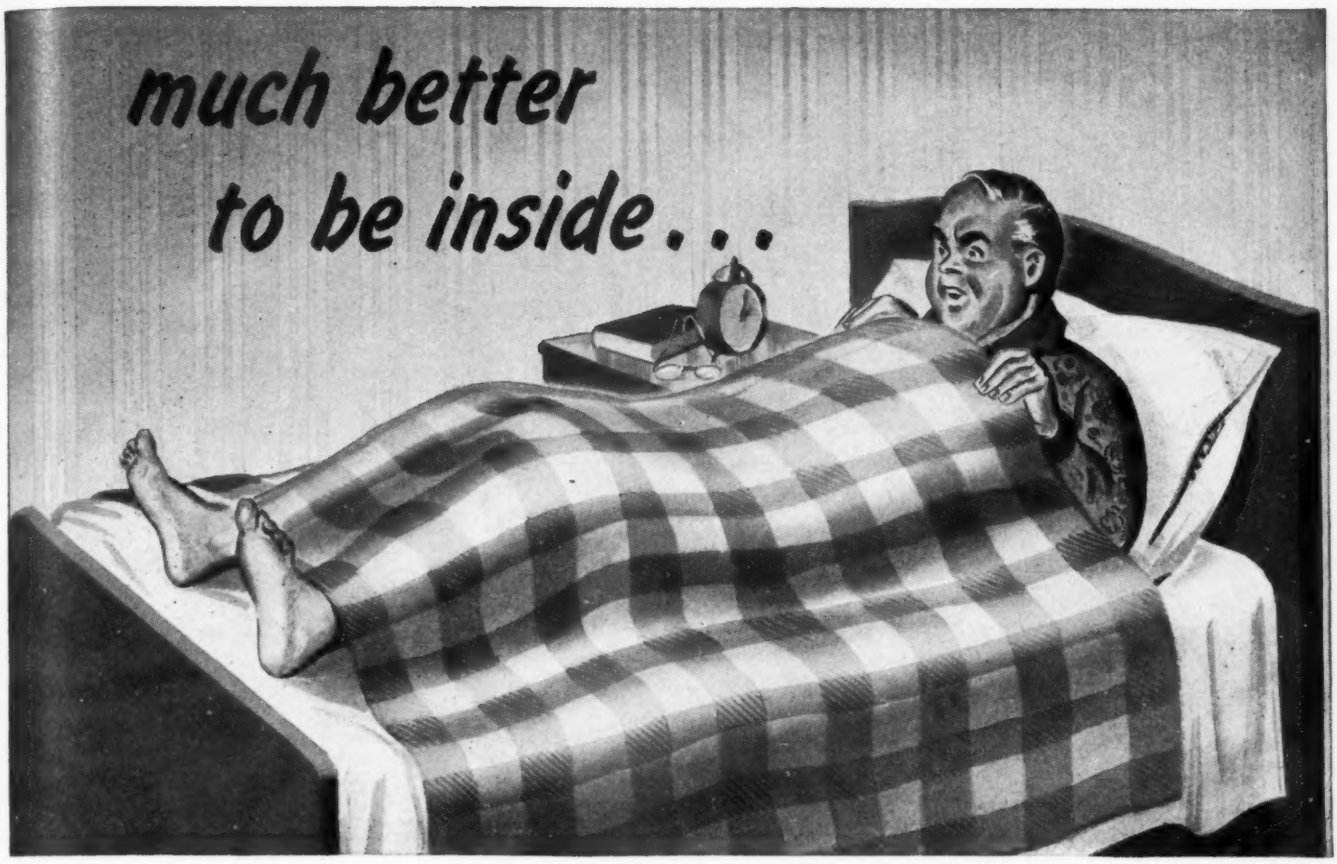
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MINNESOTA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
		In Thousands	
Clay	22.6	8,538	16,453
Clearwater	9.5	2,134	3,460
Cook	2.1	851	1,338
Cottonwood	13.9	5,237	9,070
Crow Wing	25.6	10,688	18,314
Dakota	40.0	12,993	25,766
Dodge	11.3	3,138	5,747
Douglas	18.5	7,043	11,426
Faribault	22.2	9,138	15,013
Fillmore	23.2	7,087	13,335
Freeborn	29.5	12,850	24,263
Goodhue	29.0	12,283	21,651
Grant	8.7	3,208	5,588
Hennepin	565.1	369,874	879,925
Minneapolis	516.2	355,282	821,489
Houston	13.1	3,796	6,982
Hubbard	9.1	2,503	4,335
Isanti	10.0	2,742	4,703
Itasca	29.5	9,640	16,478
Jackson	14.9	4,644	8,659
Kanabec	8.4	2,152	3,567
Kandiyohi	23.2	9,018	15,006
Kittson	9.1	3,390	5,898
Koochiching	15.5	5,830	9,277
Lac qui Parle	14.0	4,193	7,284
Lake	6.4	3,361	5,854
Lake of the Woods	4.1	942	1,610
Le Sueur	17.3	5,595	9,939
Lincoln	9.8	2,359	4,667
Lyon	18.6	9,212	15,086
McLeod	19.7	7,907	13,412
Mahnomen	6.9	1,475	2,368
Marshall	15.3	3,770	7,008
Martin	21.9	9,760	14,616
Meeker	17.7	5,747	9,233
Mille Lacs	13.3	4,489	7,723
Morrison	24.9	6,659	10,588
Mower	36.1	15,680	26,166
Murray	13.4	3,825	7,071
Nicollet	15.2	3,599	6,597
Nobles	19.3	8,886	14,614
Norman	11.8	3,588	5,886
Olmsted	36.6	19,720	33,147
Otter Tail	44.5	12,077	21,320
Pennington	11.1	5,361	9,042
Pine	17.8	4,573	7,350
Pipestone	12.3	6,315	10,226
Polk	31.7	11,664	19,721
Pope	12.2	3,181	5,440
Ramsey	312.4	228,038	470,637
St. Paul	295.8	222,928	449,116
Red Lake	6.8	1,800	2,912
Redwood	20.6	7,821	14,661
Renville	22.3	7,743	12,787
Rice	26.7	9,346	15,472
Rock	9.6	3,626	6,202
Roseau	13.2	3,359	5,560
St. Louis	187.5	96,724	217,815
Duluth	101.0	62,554	118,211
Scott	14.1	4,461	7,593
Sherburne	7.1	2,012	3,185
Sibley	14.2	4,188	7,765
Stearns	58.2	21,019	39,232
Steele	18.4	7,600	12,576
Stevens	10.0	4,032	6,390

MINNESOTA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Swift	13.8	5,111	8,742
Todd	22.9	5,696	10,428
Traverse	7.3	2,509	4,066
Wabasha	15.6	5,316	9,629
Wadena	11.4	4,351	7,463
Waseca	13.8	5,040	9,221
Washington	24.6	8,490	14,006
Watonwan	13.0	5,437	9,413
Wilkin	9.6	2,912	4,915
Winona	34.9	15,902	25,965
Wright	25.1	8,905	15,659
Yellow Medicine	15.7	5,600	10,369
State Total	2572.2	1,235,537	2,502,684

MISSISSIPPI

Adams	27.0	8,232	20,573
Alcorn	24.5	6,218	12,499
Amite	21.2	1,744	4,301
Attala	26.7	4,632	11,253
Benton	9.0	457	1,281
Bolivar	63.6	11,990	29,910
Calhoun	18.5	1,947	5,456
Carroll	16.9	1,395	4,004
Chickasaw	20.4	2,485	7,046
Choctaw	11.9	1,179	3,234
Claiborne	12.5	2,095	5,717
Clarke	19.0	2,417	6,954
Clay	18.1	3,289	8,221
Coahoma	46.8	11,298	28,960
Copiah	30.9	5,386	13,522
Covington	16.2	2,074	5,922
De Soto	26.7	2,707	7,795
Forrest	47.1	14,012	38,353
Franklin	10.2	1,226	3,720
George	8.8	1,562	4,038
Greene	8.4	1,086	3,885
Grenada	19.9	4,083	9,910
Hancock	10.4	1,912	4,918
Harrison	62.4	22,748	58,424
Hinds	117.3	58,012	133,081
Jackson	82.5	53,377	115,710
Holmes	38.3	6,094	16,377
Humphreys	25.3	3,607	9,339
Issaquena	5.4	411	1,233
Itawamba	16.1	1,206	3,441
Jackson	32.6	5,330	12,584
Jasper	18.3	1,975	4,970
Jefferson	12.4	1,577	3,970
Jeff. Davis	14.9	1,781	4,560
Jones	49.5	12,260	31,445
Kemper	17.0	1,563	4,295
Lafayette	20.7	3,493	9,200
Lamar	7.2	638	1,820
Lauderdale	59.8	19,176	45,766
Lawrence	13.1	1,664	4,110
Leake	21.4	3,046	7,553
Lee	35.6	8,921	17,910
Leflore	51.8	14,514	34,497
Lincoln	25.5	5,314	12,700
Lowndes	36.6	8,209	19,187
Madison	35.4	4,749	12,060
Marion	21.8	4,620	10,974
Marshall	25.0	2,668	7,099

MISSISSIPPI—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Monroe	34.3	6,620	15,533
Montgomery	15.4	2,632	6,631
Neshoba	25.5	3,610	9,956
Newton	21.3	3,321	9,120
Noxubee	22.3	3,162	8,240
Oktibbeha	21.7	3,423	8,851
Panola	33.0	5,914	12,127
Pearl River	17.9	4,291	9,189
Perry	8.5	1,042	2,783
Pike	33.6	8,913	21,118
Pontotoc	19.7	2,286	6,402
Prentiss	18.6	2,637	7,470
Quitman	25.1	3,112	7,917
Rankin	22.3	1,960	5,595
Scott	22.7	4,327	10,936
Sharkey	14.5	2,656	6,793
Simpson	19.3	2,282	5,745
Smith	15.9	1,324	3,231
Stone	5.8	1,223	2,903
Sunflower	54.7	7,965	23,086
Tallahatchie	32.4	3,603	10,077
Tate	17.8	2,432	5,992
Tippah	16.9	1,995	5,746
Tishomingo	15.7	1,317	3,713
Tunica	22.3	3,401	8,947
Union	19.7	2,870	7,431
Walthall	16.3	2,819	7,207
Warren	38.8	11,968	37,803
Washington	67.3	18,437	47,295
Wayne	14.5	1,846	4,754
Webster	12.2	2,336	5,947
Wilkinson	17.1	2,908	7,526
Winston	20.8	2,959	7,766
Yalobusha	16.6	2,935	7,248
Yazoo	36.9	6,202	15,281
State Total	2095.5	427,730	1,074,426

MISSOURI

Adair	17.4	7,245	13,450
Andrew	10.7	1,809	3,810
Atchison	10.9	3,138	6,777
Audrain	22.4	6,506	13,815
Barry	20.0	3,736	8,182
Barton	11.3	2,363	5,138
Bates	16.3	3,804	8,651
Benton	9.4	1,786	3,916
Bollinger	10.4	988	2,411
Boone	34.8	13,284	28,194
Buchanan	78.9	42,085	105,744
St. Joseph	66.0	38,269	90,868
Butler	31.8	6,781	14,755
Caldwell	10.2	2,664	5,679
Callaway	18.5	3,916	8,450
Camden	6.8	785	1,760
C. Girardeau	34.8	13,265	28,949
Carroll	14.8	3,605	8,843
Carter	4.8	666	1,459
Cass	17.7	4,589	10,164
Cedar	9.9	1,609	3,945
Chariton	14.8	2,968	6,531
Christian	11.7	1,485	3,614
Clark	9.1	1,911	4,072
Clay	33.9	13,242	27,386
Clinton	11.5	3,790	8,319

MISSOURI—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Cole	27.2	11,299	22,581
Cooper	16.4	4,544	10,020
Crawford	9.8	1,923	4,151
Dade	9.5	1,419	3,513
Dallas	10.0	1,120	2,560
Daviess	11.0	1,905	4,419
De Kalb	8.2	1,637	4,070
Dent	10.2	2,489	5,910
Douglas	13.2	1,430	3,188
Dunklin	41.9	10,175	23,101
Franklin	32.6	8,951	19,059
Gasconade	11.5	2,737	5,793
Gentry	11.0	2,494	5,297
Greene	88.3	41,144	92,468
Springfield	66.0	39,893	72,393
Grundy	13.2	3,879	8,513
Harrison	14.1	3,567	7,604
Henry	19.1	5,241	12,782
Hickory	5.3	509	1,239
Holt	9.8	2,251	4,809
Howard	11.1	2,382	5,140
Howell	19.0	4,385	9,575
Iron	8.2	1,403	3,095
Jackson	510.1	357,398	801,101
Kansas City	452.5	348,035	682,290
Jasper	78.3	34,229	74,605
Jefferson	26.3	6,678	15,312
Johnson	14.4	3,759	8,753
Knox	7.6	1,368	3,459
Laclede	18.5	3,644	7,731
Lafayette	24.8	7,245	15,564
Lawrence	21.6	4,374	9,588
Lewis	10.1	2,179	4,792
Lincoln	12.9	3,038	6,445
Linn	19.0	5,794	12,462
Livingston	15.0	4,731	10,285
McDonald	13.9	2,185	4,583
Macon	17.7	5,383	11,851
Madison	9.1	1,895	4,152
Maries	7.2	424	1,005
Marion	27.9	11,195	27,158
Mercer	7.6	1,404	3,075
Miller	12.7	2,874	6,258
Mississippi	24.1	4,614	10,257
Moniteau	10.8	2,643	5,609
Monroe	11.3	2,779	6,006
Montgomery	12.2	2,564	5,466
Morgan	9.9	2,307	5,025
New Madrid	40.4	6,195	13,426
Newton	28.4	4,418	9,682
Nodaway	21.7	6,485	13,802
Oregon	11.1	1,569	3,847
Osage	11.2	1,275	3,019
Ozark	9.9	636	1,555
Pemiscot	40.3	8,504	18,606
Perry	12.6	2,910	6,385
Pettis	29.1	10,417	22,340
Phelps	20.7	5,020	10,779
Pike	17.0	4,062	8,888
Platte	12.8	2,717	5,822
Polk	15.0	2,943	6,510
Pulaski	15.8	2,272	4,851
Putnam	9.8	1,471	3,202
Ralls	8.6	1,096	2,689
Randolph	22.2	6,950	16,464
Ray	15.5	3,080	6,938
Reynolds	7.3	701	1,604

MISSOURI—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Ripley	11.1	1,547	3,391
St. Charles .	26.8	7,370	17,426
St. Clair ..	10.6	1,470	3,354
St. Francois.	31.3	9,203	20,629
*St. Louis .	1152.1	573,124	1,584,068
St. Louis .	860.0	508,795	1,376,000
Ste. Genevieve	10.1	2,121	4,665
Saline	24.2	6,259	14,625

*St. Louis County combined with the City of St. Louis.

MISSOURI—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Schuyler ...	5.7	1,324	2,842
Scotland ...	7.1	1,658	3,543
Scott	28.5	6,991	15,244
Shannon ...	10.0	1,119	2,443
Shelby	9.7	2,582	5,580
Stoddard ...	30.6	4,312	9,255
Stone	9.4	1,120	2,357
Sullivan ...	12.1	1,678	4,111
Taney	8.6	1,285	3,044

MISSOURI—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Texas	18.4	3,099	6,808
Vernon	20.3	4,974	11,471
Warren	7.2	1,374	3,101
Washington	12.9	1,755	3,789
Wayne	9.8	1,490	2,792
Webster ...	14.9	2,975	6,623
Worth	5.3	1,065	2,213
Wright	15.3	3,127	6,874
State Total	3637.8	1,455,351	3,554,100

MONTANA

Beaverhead .	5.5	3,517	7,323
Big Horn ..	9.1	3,116	6,610
Blaine	7.8	3,657	7,688
Broadwater .	2.4	1,132	2,301
Carbon	9.4	2,536	6,006
Carter	2.9	435	925
Cascade	42.2	27,257	52,289
Chouteau ..	6.1	2,098	5,293
Custer	9.0	4,893	9,955
Daniels	3.6	1,293	3,276
Dawson ...	7.8	3,250	7,701
Deer Lodge.	14.5	6,078	13,129
Fallon	3.2	1,085	2,659
Fergus	11.9	5,473	12,256
Flathead ...	21.6	10,661	20,101
Gallatin ...	15.9	9,421	20,090
Garfield ...	2.8	463	995
Glacier	8.1	4,026	8,452
Golden Valley ...	1.2	194	436
Granite	2.6	1,306	3,015
Hill	11.7	6,302	13,999
Jefferson ...	2.9	997	2,207
Judith Basin	3.4	1,042	2,590
Lake	10.4	3,157	6,535
Lewis and Clark	20.3	13,657	26,422
Liberty	1.7	605	1,209
Lincoln	6.6	1,986	4,759
McCone ...	2.5	423	953
Madison ...	5.0	1,546	3,798
Meagher ...	1.6	733	1,696
Mineral	1.4	432	1,128
Missoula ...	24.4	15,954	31,259
Musselshell .	4.8	2,016	4,454
Park	9.5	4,904	10,259
Petroleum ..	.9	224	535
Phillips	6.1	2,502	5,986
Pondera	5.3	2,565	5,328
Powder River	2.6	452	1,001
Powell	5.0	1,963	4,597
Prairie	2.3	707	1,444
Ravalli	10.4	3,528	7,935
Richland ...	8.4	2,982	6,988
Roosevelt ..	9.1	4,385	9,079
Rosebud ...	5.6	2,013	4,753
Sanders	5.7	1,564	3,835
Sheridan ...	6.4	1,678	4,770
Silver Bow .	50.3	28,827	59,673
Stillwater ..	7.1	2,094	4,616
Sweet Grass	3.1	1,118	2,521
Teton	6.0	2,182	5,352



Space Buyer's Dream

Just a dream?—not at all! Just check the Omaha World-Herald's market and coverage:



PRACTICALLY 100% COVERAGE OMAHA METROPOLITAN MARKET

45% COVERAGE OF THE 426,683 FAMILIES IN ALL 93 NEBRASKA COUNTIES—AND 10 IN IOWA

MARKET CITIES LIKE OMAHA with huge industries including Meat Packing, Grain, Cereal Mills, etc. One of the nation's leading railway centers, insurance centers. Home of the immense Martin Bomber Plant. TOWNS LIKE HASTINGS, with its huge permanent Navy ammunition depot. RICH FARMS with a 51.5% increase in income the last 12 months!

COVERAGE Practically 100% coverage of every worth-while home in the Omaha Metropolitan market! 76% coverage of the 50-mile Retail Trading area. 45% coverage of the entire 103-county Nebraska and S. W. Iowa market!

There's no dream about these figures—they're FACTS! Get the complete story from our representatives, or write us direct.

DAILY, 192,110; SUNDAY, 185,691 ABC. 12 Months' Average Ending Aug. 1, 1943

Omaha WORLD-HERALD

One of the Nation's Great Newspapers

Owners and Operators of Radio Station KOWH

O'MARA & ORMSBEE, Nat'l Rep.: New York—Chicago—Los Angeles—San Francisco

MONTANA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Toole	5.6	3,138	6,084
Treasure	1.3	307	719
Valley	10.9	7,243	14,922
Wheatland	2.9	1,490	2,907
Wibaux	2.0	384	865
Yellowstone	38.2	24,670	41,150
Billings	23.3	23,171	31,538
Yellowstone National Park (pt.)	see Wyoming.		
State Total	489.0	241,661	496,828

NEBRASKA

Adams	27.8	13,703	24,429
Antelope	11.1	3,832	7,073
Arthur	.8	116	243
Banner	1.3	73	164
Blaine	1.3	313	633
Boone	10.6	3,618	7,097
Box Butte	11.5	7,712	13,181
Boyd	5.4	2,023	3,784
Brown	5.1	2,486	4,146
Buffalo	22.6	12,040	18,683
Burt	10.6	4,348	7,639
Butler	11.1	2,948	6,439
Cass	16.2	4,255	9,150
Cedar	13.6	4,488	7,916
Chase	4.9	2,837	3,981
Cherry	6.1	2,877	6,004
Cheyenne	10.0	5,569	9,298
Clay	10.4	2,927	7,435
Colfax	9.5	4,217	8,400
Cuming	11.8	5,005	10,018
Custer	18.1	7,534	15,101
Dakota	8.7	2,540	4,434
Dawes	9.4	5,742	10,645
Dawson	16.2	10,070	15,353
Deuel	3.4	1,291	2,315
Dixon	9.2	2,662	5,787
Dodge	24.4	14,499	23,104
Douglas	251.5	172,357	427,867
Omaha	231.0	168,257	411,515
Dundy	4.4	1,669	2,699
Fillmore	9.5	3,181	6,766
Franklin	6.3	2,093	4,255
Frontier	5.1	1,591	3,718
Furnas	8.3	3,583	7,509
Gage	24.6	10,800	20,879
Garden	3.9	1,112	2,888
Garfield	3.0	1,182	1,942
Gosper	2.8	722	1,139
Grant	1.2	881	1,734
Greeley	5.8	2,012	3,815
Hall	30.2	18,667	29,971
Hamilton	8.5	2,602	5,406
Harlan	6.0	1,749	2,761
Hayes	2.3	246	672
Hitchcock	5.6	1,942	3,597
Holt	14.4	5,153	8,349
Hooker	1.4	1,313	1,400
Howard	7.2	1,973	4,001
Jefferson	16.6	7,716	15,398
Johnson	7.2	2,237	4,623
Kearney	6.3	1,849	4,173
Keith	6.3	4,903	6,316

NEBRASKA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Keyapaha	2.4	366	818
Kimball	3.5	1,840	2,825
Knox	14.8	4,424	7,647
Lancaster	95.2	57,543	124,074
Lincoln	88.4	54,201	117,495
Lincoln	28.1	15,452	24,364
Logan	1.5	491	1,167
Loup	1.5	228	358
McPherson	1.0	123	178
Madison	21.6	11,660	17,254
Merrick	8.2	3,238	6,515
Morrill	7.7	3,140	5,276
Nance	6.2	1,890	4,077
Nemaha	10.2	3,960	8,119
Nuckolls	8.7	3,090	6,256
Otoe	15.9	7,023	13,016
Pawnee	6.8	2,087	4,003
Perkins	4.5	2,355	4,357
Phelps	7.4	4,421	7,093
Pierce	9.1	3,151	5,427
Platte	17.4	8,030	13,077
Polk	7.3	2,044	4,062
Red Willow	10.5	7,398	13,659
Richardson	16.4	7,422	12,094
Rock	3.3	1,372	2,580
Saline	13.2	5,115	9,465
Sarpy	10.8	2,286	4,731
Saunders	17.5	6,007	12,206
Scotts Bluff	30.5	21,664	34,952
Seward	12.3	4,143	8,638
Sheridan	8.6	5,402	7,995
Sherman	6.0	1,586	3,356
Sioux	2.9	363	919
Stanton	6.0	1,341	2,934
Thayer	10.4	4,029	7,128
Thomas	1.2	472	885
Thurston	8.7	2,609	5,089
Valley	7.0	2,375	4,332
Washington	10.4	3,275	6,582
Wayne	8.6	3,179	5,915
Webster	7.1	2,700	5,163
Wheeler	1.6	228	530
York	12.7	6,145	11,434
State Total	1214.2	606,925	1,224,880

NEVADA

Churchill	5.0	3,524	10,020
Clark	42.7	14,342	37,455
Douglas	1.7	1,188	3,478
Elko	10.1	6,784	19,763
Esmeralda	.8	823	2,756
Eureka	1.0	293	913
Humboldt	4.2	3,218	8,509
Lander	1.5	767	2,184
Lincoln	4.1	1,514	4,692
Lyon	3.6	1,520	4,695
Mineral	7.9	1,728	5,360
Nye	4.3	2,728	8,000
Ormsby	2.6	1,353	3,973
Pershing	2.9	1,613	4,976
Storey	.5	321	936
Washoe	34.3	42,967	86,200
Reno	24.1	35,170	49,926
White Pine	11.4	7,298	20,527
State Total	138.6	91,981	224,437

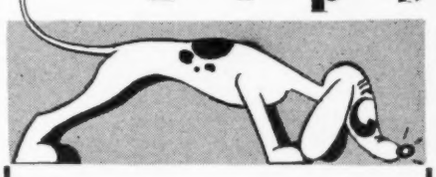
NEW HAMPSHIRE

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Belknap	21.3	10,181	18,152
Carroll	11.9	5,287	9,592
Cheshire	33.8	13,382	27,403
Coos	33.2	12,956	26,391
Grafton	39.9	19,744	36,569
Hillsborough	139.8	78,846	129,773
Manchester	77.0	48,032	78,836
Merrimack	48.3	23,186	42,551
Rockingham	59.3	25,916	46,528
Strafford	43.9	20,274	37,228
Sullivan	26.3	10,946	21,249
State Total	457.7	220,718	395,436

NEW JERSEY

Atlantic	109.5	84,041	163,267
Bergen	426.1	206,268	448,794
Burlington	94.5	39,874	84,398
Camden	254.3	128,955	315,953
Camden	125.0	79,735	181,700
Cape May	26.0	23,635	43,800
Cumberland	71.7	41,075	76,621
Essex	857.9	602,507	1,623,004
Newark	448.0	383,863	846,780
Gloucester	74.0	27,862	60,269
Hudson	625.0	299,767	713,263
Hoboken	55.0	27,689	75,570
Jersey City	315.1	143,463	384,485
Hunterdon	34.8	16,608	35,937

Tips



THE NEWARK ESSEX COUNTY MARKET

. . . accounts for

29.1%

of New Jersey's TOTAL Effective Buying Income

TURN NOW TO:

a. The NEW JERSEY section of this book, page 119.

b. The NEWARK EVENING NEWS ad on page 4.

THE RECORD NEWSPAPERS

40,534

SEPT. NET PAID CIRCULATION

BLANKET COVERAGE
IN A MAJOR MARKET
OF 123,000 CONSUMERS
(TODAY'S ESTIMATED POPULATION)

AT ONLY 12c PER LINE

The Record Newspapers, Troy's only dailies, are read by 9 out of 10 families in Troy, 4 out of 5 in the City Zone and thousands more in trade area. This coverage, with its tremendous sales impact, is yours at only 12c per line.

THE TROY RECORD · THE TIMES RECORD
THE RECORD NEWSPAPERS

J. A. VIGER, ADVERTISING MANAGER

NEW JERSEY—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Mercer	196.7	112,076	256,005
Trenton ...	126.0	97,495	175,828
Middlesex .	225.6	121,929	235,836
Monmouth .	162.9	110,408	207,703
Morris	124.4	65,467	141,118
Ocean	37.6	29,458	56,151
Passaic	304.6	219,964	511,123
Passaic ...	62.6	72,336	100,223
Paterson ..	144.2	127,817	227,396
Salem	43.5	21,160	39,324
Somerset ...	73.7	33,119	70,157
Sussex	31.1	20,116	38,671
Union	344.8	195,097	410,863
Warren	49.4	24,532	51,992
State Total	4168.1	2,423,918	5,584,249

NEW MEXICO

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Bernalillo ..	74.5*	40,580	90,265
Albuquerque	40.0	37,275	65,167
Catron	3.3	344	683
Chaves	26.4	10,996	19,545
Colfax	15.3	6,158	10,774
Curry	21.3	13,641	23,504
De Baca ...	4.7	1,487	2,130
Dona Ana ..	28.5	6,634	11,780
Eddy	26.5	10,851	17,419
Grant	21.7	6,824	12,017
Guadalupe .	7.9	1,914	3,639
Harding ...	3.3	651	1,060
Hidalgo ...	4.9	2,032	3,509

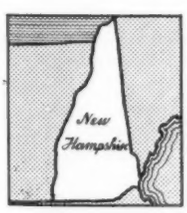
NEW MEXICO—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Lea	17.8	12,593	19,527
Lincoln	6.9	1,650	3,149
Luna	8.7	4,026	7,036
McKinley ..	31.4*	10,787	18,523
Mora	8.6	646	1,276
Otera	11.5	3,278	6,023
Quay	12.1	4,824	7,855
Rio Arriba .	22.3*	2,259	4,347
Roosevelt ..	13.5	4,073	6,922
Sandoval ...	12.3*	1,042	2,105
San Juan ...	8.6	1,695	3,131

* Partially estimated.



Why Snub Croesus?



1. People living in the Granite State are in a position to *buy* what you can sell.

2. The Manchester Union Leader reaches one out of every three New Hampshire families.

3. This is your market . . . nearly half a million strong.

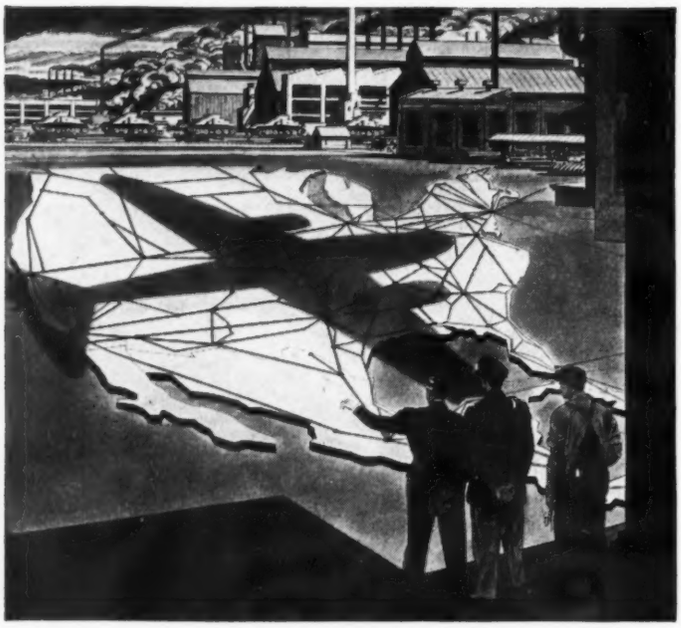
4. When you think of New England, think of the

Manchester Union Leader

NATIONALLY REPRESENTED BY GEORGE A. McDEVITT COMPANY

NEW YORK • CHICAGO • DETROIT • PHILADELPHIA • CLEVELAND

Get it Fast...specify AIR EXPRESS



IF you want your orders shipped *fastest way*, be sure to specify "ship AIR EXPRESS"—because general instructions such as "urgent" and "rush" may be misinterpreted by the shipper.

And it's especially important to specify AIR EXPRESS if your shipment is vital to a war job, because it saves something like 75% of the hours and days consumed over the next fastest means of shipping. This 3-mile-a-minute service is available direct to more than 350 U.S. cities and to scores of foreign countries.

AIR EXPRESS RATES REDUCED

As a result of the great volume of Air Express traffic created by wartime demands and the increased efficiency developed to satisfy these demands ...Air Express rates within the United States have been substantially reduced, in some instances as much as 12½%, depending on the weight of the shipment and the distance it moves. Consequently, shippers nationwide are now saving an average of 10½% on air cargo costs.

NOTE TO SHIPPERS: *Ship Early*—as soon as shipment is ready—to assure fastest delivery. *Pack Compactly*—to conserve valuable space.

ASK for our new 1943-44 CALENDAR-BLOTTER. Write Dept. PR-11, Railway Express Agency, 230 Park Avenue, New York 17, N. Y.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

NEW MEXICO—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
San Miguel	23.8	5,094	9,248
Santa Fe ...	28.3*	11,431	22,402
Sierra	5.3	1,302	2,619
Socorro	9.4	1,718	3,388
Taos	17.7*	2,320	4,179
Torrance ...	8.6	1,453	2,677
Union	7.2	2,454	4,477
Valencia ...	17.5*	3,131	5,787
State Total	509.8	177,888	330,996

*Partially estimated.

NEW YORK

Albany	213.5	131,553	300,306
Albany ...	130.6	95,380	186,701
Allegany ...	38.4	8,468	28,485
Bronx	1323.1	438,383	1,094,715
*N. Y. City	7108.4*	3,873,577	10,009,973
Broome	160.1	83,520	196,523
Binghamton	82.0	55,700	93,745
Cattaraugus .	65.8	21,449	69,261
Cayuga	58.8	19,951	64,352
Chautauqua	118.4	50,995	136,632
Jamestown	43.0	27,274	57,005
Chemung ..	76.3	45,193	113,356
Elmira	49.6	39,459	64,704
Chenango ..	34.3	11,156	36,657
Clinton	40.1	10,328	33,657
Columbia ..	36.6	10,079	35,297
Cortland ...	31.2	12,746	37,974
Delaware ...	37.9	11,671	37,787
Dutchess ...	105.2	34,302	103,839
Erie	814.8	396,218	932,270
Buffalo ..	603.0	331,865	686,375
Essex	30.6	9,961	31,648
Franklin ...	41.8	13,145	46,497
Fulton	46.2	20,381	47,600
Genesee	41.9	12,696	40,908
Greene	24.1	6,920	22,429
Hamilton ..	3.0	952	3,012
Herkimer ..	58.5	16,786	57,472
Jefferson ...	72.0	24,471	77,710
Kings	2611.3	976,987	2,713,942
*N. Y. City	7108.4*	3,873,577	10,009,973
Lewis	19.5	4,117	14,691
Livingston .	32.1	8,171	28,469
Madison ...	38.1	10,880	37,960
Monroe	425.6	249,846	595,841
Rochester .	321.0	217,352	431,020
Montgomery	54.7	17,863	56,583
Nassau	446.6	225,804	562,744
Hempstead	275.1	179,253	384,898
New York..	1714.2	1,820,636	4,618,592
*N. Y. City	7108.4*	3,873,577	10,009,973
Niagara ...	169.0	89,006	229,942
Niagara Falls	95.0	53,918	120,579

* New York City in 5 Counties—Official OPA #2 Ration Book Registration figures.

★



a pattern is set for The Post-War Newspaper...

"Post-war" is the word of Hope for the day when man's ingenuities will be turned from planned destruction to the devisement of all those things which will make Life, Liberty and the Pursuit of Happiness a pleasurable reality.

Tomorrow's America will be changed by the millions of men and women today scattered afar, overseas. Even now they are keenly aware, fully awake. They are acquiring experiences and knowledge; they are coming to know the peoples of other countries; how they live and how they die. Returning, they will remember . . . without illusions.

Tomorrow's editors will be thinking and writing for the most literate, most traveled audience of all time. To the returning millions, the superficial will make no appeal; they will be unawed by words without substance.

In New York, right now, one newspaper is a pattern for post-war America. It is the Mirror, edited by those who know readers as *people*, not just as statistics.

Live, vital and true to the youthful outlook, the Mirror spans the full octave of interests of its cosmopolitan readership. To do this, the Mirror subscribes to all of the great news services . . . reviews news photos from all sources . . . builds features on the sound basis of reader-response. So results a newspaper which gives its readers NEWS, entertainment—and a liberal education in all things of current importance.

The Mirror is not home delivered, offers no premiums, has a small mail subscription list; it is bought at newsstands by people who prefer it to any of the other New York newspapers. On the basis of this great voluntary purchase and the responsiveness of its reader-families to advertised offerings, the Mirror is a ready-made pattern for the post-war newspaper: fast reading, ideaful, newsworthy . . . *sound.*

With its upswing definitely trended before the beginnings of war, the Mirror now has the second largest *Sunday* and the third largest *weekday* circulation in the nation!

the MIRROR . . *new york*

Member of ASSOCIATED PRESS • UNITED PRESS • INTERNATIONAL NEWS SERVICE • AP, INP & STAFF PHOTOS • MEDIA RECORDS ADVERTISING FEDERATION OF AMERICA • AUDIT BUREAU OF CIRCULATIONS • AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION.

NEW YORK—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Oneida	195.0	98,359	238,718
Utica	107.0	67,835	145,478
Onondaga ..	269.4	149,079	348,943
Syracuse ..	205.0	139,780	274,107
Ontario	49.9	15,704	53,095
Orange	123.5	49,810	153,774
Orleans	24.9	6,089	23,130
Oswego ...	64.9	16,807	60,063
Otsego	40.9	14,496	46,815
Putnam	14.3	6,045	19,821

NEW YORK—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Queens	1296.3	575,332	1,420,336
*N. Y. City	7108.4	*3,873,577	10,009,973
Rensselaer ..	110.0	49,860	125,973
Troy	73.5	42,500	85,420
Richmond ..	163.5	62,239	162,388
*N. Y. City	7108.4	*3,873,577	10,009,973
Rockland ...	60.0	17,055	56,261
St. Lawrence	87.8	17,445	80,381

* New York City in 5 Counties—Official OPA #2 Ration Book Registration figures.

NEW YORK—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Saratoga ...	64.5	16,855	62,252
Schenectady	128.2	69,772	170,955
Schenectady	100.0	61,288	141,731
Schoharie ..	19.3	5,049	17,591
Schuyler ...	11.9	2,826	10,264
Seneca	23.3	4,140	15,273
Steuben	81.4	22,395	79,444
Suffolk	171.3	48,665	225,505
Sullivan ...	32.6	12,947	41,560
Tioga	25.1	6,366	21,821
Tompkins ..	47.6	18,448	49,008
Ulster	76.5	23,249	73,701
Warren	34.5	20,085	58,130
Washington	40.2	8,069	28,850
Wayne	47.8	14,180	45,125
Westchester	521.2	279,525	676,653
Wyoming ..	26.8	5,891	21,366
Yates	15.4	3,570	13,102
State Total	12851.7	6,434,986	16,807,449



Measuring the
MAGIC CIRCLE
is always a BIGGER (and a Pleasant) Job!

There are several ways to measure the Magic Circle, and every time we have applied those tests recently the Circle has been bigger . . . in population . . . retail sales . . . effective buying income. Here are the latest measurements:

	1943	1942
Population	1,070,100	1,046,600
Effective Buying Income	$807,707,000	$624,052,000
Retail Sales ...	$338,707,000	$303,846,000



Population Gain 23,500



Income Gain $183,655,000



Retail Sales Gain $34,861,000

The Magic Circle, embracing 23 industrial and agricultural counties within a 50-mile radius of Greensboro, is the *effective* listening area of Station WBIG. Which means that this station can deliver this huge, prosperous market, larger in population than Baltimore, sixth ranking city in the nation, to you as a single low-cost package.

WBIG
CBS AFFILIATE
GREENSBORO, NO. CAROLINA

"The Prestige Station of the Carolinas" Edney Ridge, Director

George P. Hollingbery Company, National Representatives

NORTH CAROLINA

Alamance ..	58.0	20,718	44,476
Alexander ..	13.2	1,535	3,867
Alleghany ..	8.3	956	2,584
Anson	25.8	4,624	11,065
Ashe	20.0	1,680	4,224
Avery	11.0	684	1,615
Beaufort ...	33.1	9,010	20,630
Bertie	24.3	3,693	8,856
Bladen	25.3	4,076	8,427
Brunswick ..	16.9	1,687	3,875
Buncombe ..	99.6	43,609	109,974
Asheville .	51.3	41,174	77,028
Burke	34.3	7,228	15,241
Cabarrus ...	65.4	20,439	41,076
Caldwell ...	36.1	7,875	15,203
Camden	5.1	303	765
Carteret	18.5	4,172	9,141
Caswell	18.7	1,474	3,837
Catawba ...	50.4	14,238	28,618
Chatham ...	22.6	3,851	9,551
Cherokee ...	17.8	2,159	4,816
Chowan ...	11.2	2,680	6,212
Clay	5.5	233	571
Cleveland ..	58.6	14,362	30,628
Columbus ..	44.1	9,504	19,224
Craven	35.5	9,342	21,766
Cumberland	63.6	15,365	32,888
Currituck ..	6.1	680	1,564
Dare	4.4	1,065	2,673
Davidson ..	50.6	10,611	27,859
Davie	13.5	2,327	4,866
Duplin	37.9	6,403	15,292
Durham ...	85.7	47,699	108,894
Durham ..	70.0	45,791	97,077
Edgecombe .	44.6	12,710	29,956
Forsyth	118.2	49,747	148,196
Winston-Salem ...	83.5	46,400	120,760
Franklin ...	28.6	3,959	9,484
Gaston	92.7	24,547	50,413
Gates	9.2	911	1,542
Graham	11.1	828	1,646
Granville ..	27.3	4,718	10,880

IN PRO FOOTBALL IT'S NOT WHERE YOU COME FROM THAT COUNTS, BUT . . .



WHERE YOU'RE GOING!

It's not: "What college do you come from?"—but "Can you go places with the ball?"

Pro football scouts are too shrewd to rely solely on the "big name" test. They know that the touchdown punch—the kind that pays off in the box office—may be found on the campus of the less well known college as well as in the big-time stadium.

It's the same with markets. It's not the big city name that counts, but the number of people in the market . . . the money they earn . . . *and the money they spend* . . . in short, how much you can sell there.

Many a city known from coast to coast would be proud of a record like this:

POPULATION	275,100
EFFECTIVE BUYING INCOME	$384,898,000
RETAIL SALES	$179,253,000

This is the Hempstead Town (N. Y.) Market . . . over 80,000 families in 56 closely knit well-to-do communities, with an average income of $4,657 . . . spending almost half of their income here at home. Effective buying income for 1943 is $48,-154,000 higher than in 1942; retail sales, $6,728,000 above last year.

You can go places in Hempstead Town—now and in the post-war period. This prosperous, stable market, although benefiting moderately from war work, is not dependent on it . . . Hempstead Town people want the best things in life and have always been able to buy them.

And the Nassau Daily Review-Star offers you the teamwork to carry your sales efforts over the goal line . . . time and time again. The Review-Star, a standard size 4c newspaper, concentrates 92% of its circulation in the Hempstead Town A.B.C. City Zone. Its typical day circulation of 32,410 represents a gain of 1,027 between March and September . . . a steady upward surge based strictly on reader appeal.

A *Sales Management* Preferred List High-Spot City

Nassau Daily Review-Star

LONG ISLAND'S GREATEST NEWSPAPER

Published Daily Except Sunday — 4c per copy

HEMPSTEAD TOWN, LONG ISLAND, NEW YORK

EXECUTIVE OFFICE: ROCKVILLE CENTRE, L. I., N. Y.

National Representatives: BOGNER & MARTIN — New York — Chicago

Take a LOOK at GROWTH in Winston-Salem!

POPULATION: 83,500 on August 1, 1943 as compared with 79,800 in 1942.

RETAIL SALES: $46,400,000 for twelve months ending September 30, 1943—a gain of $6,400,000 over 1942 totals.

EFFECTIVE BUYING INCOME: $1,446 per capita now—$1,213 last year—a GAIN of $233!

These facts bear out what we've been saying all along—that "something is happening" in Winston-Salem and that today it is a "must" market for advertisers with a selling job!

JOURNAL and SENTINEL

IN WINSTON-SALEM, NORTH CAROLINA

National Representatives: KELLY-SMITH COMPANY NBC—Radio Station WSJS—NBC

NORTH CAROLINA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Greene	16.7	2,173	5,488
Guilford ...	155.1	66,136	162,555
Greensboro	67.1	47,059	92,538
Halifax	53.0	12,236	25,625
Harnett ...	43.2	9,068	22,127
Haywood ..	31.6	7,696	15,503
Henderson .	24.0	7,601	15,274
Hertford ...	17.4	3,516	6,984
Hoke	15.4	2,095	5,197
Hyde	6.4	471	869
Iredell	47.4	11,967	23,728
Jackson	17.3	2,911	6,448
Johnston ...	57.5	10,494	24,108
Jones	9.8	882	1,744
Lee	18.5	5,495	10,989
Lenoir	39.1	12,756	24,600
Lincoln	23.6	4,382	10,545
McDowell ..	21.9	4,048	8,344
Macon	14.5	2,311	4,930
Madison ...	18.5	1,790	4,568
Martin	24.7	5,797	12,979
Mecklenburg	160.3	96,929	215,828
Charlotte .	106.0	90,028	160,688
Mitchell ...	14.4	2,337	5,122
Montgomery	16.3	3,263	8,077
Moore	31.3	7,086	16,850
Nash	52.1	11,908	26,798
New Hanover	76.3	27,701	70,079
Northampton	25.5	2,213	4,982
Onslow	25.9	2,477	5,345
Orange	23.7	4,755	9,594
Pamlico ...	9.1	659	1,182
Pasquotank .	23.1	8,167	16,237
Pender	17.1	1,828	4,192
Perquimans .	9.4	1,744	4,000
Person	23.3	4,283	10,043
Pitt	56.8	19,600	38,620
Polk	11.0	1,444	3,741
Randolph ..	41.8	8,350	14,580
Richmond ..	36.8	9,227	22,501
Robeson ...	86.8	19,732	43,570
Rockingham	56.9	14,630	30,991
Rowan	59.1	21,285	42,988
Rutherford .	41.6	7,926	16,472
Sampson ...	45.4	7,696	16,691
Scotland ...	22.6	4,771	9,341
Stanly	32.5	8,989	18,455
Stokes	20.6	2,178	5,705
Surry	43.2	11,396	25,805
Swain	13.0	1,303	3,003
Transylvania	12.7	3,191	6,950
Tyrrell	5.0	609	1,157
Union	37.4	6,932	17,108
Vance	27.8	8,572	17,646
Wake	102.6	43,030	100,769
Raleigh ...	53.7	36,636	60,936
Warren	22.4	3,337	8,521
Washington	12.2	1,842	4,233
Watauga ...	16.2	2,574	5,717
Wayne	55.8	14,985	32,277
Wilkes	38.5	6,703	14,284
Wilson	47.8	14,740	31,992
Yadkin	18.6	1,706	4,160
Yancy	14.4	974	3,476
State Total	3495.7	968,599	2,204,082

NORTH DAKOTA

Adams	3.7	1,231	2,363
Barnes	14.8	6,322	11,402
Benson	10.6	2,212	4,303
Billings	1.7	116	244
Bottineau ..	11.0	3,204	6,005
Bowman ...	3.6	1,626	2,710
Burke	6.6	1,559	3,177
Burleigh ...	18.7	12,622	22,515
Cass	46.3	36,162	72,093
Fargo	32.0	30,738	57,674
Cavalier ...	12.1	3,407	6,186
Dickey	8.4	2,805	5,661
Divide	5.6	1,597	3,197
Dunn	6.4	968	2,151
Eddy	4.6	2,088	3,367
Emmons ...	9.7	1,806	3,977

Carolina's Greatest—And ONE OF AMERICA'S GREATEST MARKETS!

—ranking among the 25 with more than a million people!

NO MUSHROOMING CITIES, but cold, hard figures from SRD and ABC show that the Charlotte Market is worthy of your advertising investment. This great market got where it is by steady, consistent growth—mixing the right amount of Industry, Commerce and Agriculture, providing more people with more income and conforming to the basic laws of market growth.

THE CHARLOTTE OBSERVER COVERS the able-to-buy families of this market of over one million people thoroughly. Its circulation got where it is (First in the Carolinas and First in America among cities of comparable size) because the Observer sold itself—delivered more news and more features to its reading public. Proof? Its phenomenally growing circulation, without premiums or promotions, had to be frozen at current levels.* The Charlotte Observer can do equally as good a job of selling your product or service—in a market that promises to rank even higher among the 25 major markets in Post War America.

The Charlotte Observer

CHARLOTTE 1, N. C.

** Current Circulation Frozen at Average of 105,000 Daily — 115,000 Sunday. Represented Nationally by Story, Brooks & Finley.*

	City Zone	City & Retail Trading Zone
Atlanta, Ga.	442,294	1,424,818
Baltimore, Md.	1,005,551	1,189,690
Boston, Mass.	1,948,763	2,890,204
Buffalo, N. Y.	629,183	1,072,214
Charlotte, N. C.	115,381	1,002,311
Chicago, Ill.	3,462,828	4,829,062
Cincinnati, Ohio	769,137	1,155,703
Cleveland, Ohio	1,108,335	1,818,189
Dallas, Texas	319,680	1,026,072
Des Moines, Iowa	189,169	1,162,795
Detroit, Mich.	1,872,958	2,653,192
Kansas City, Mo.	615,072	1,118,624
Long Island, N. Y.	3,995,919	4,134,313
Los Angeles, Calif.	1,995,824	2,964,215
Memphis, Tenn.	305,510	1,190,391
Milwaukee, Wis.	766,075	1,299,421
Minneapolis, Minn.	538,437	1,355,380
Newark, N. J.	950,589	3,211,139
New York City	8,001,656	12,214,146
Philadelphia, Pa.	2,141,366	3,844,960
Pittsburgh, Pa.	1,089,345	2,237,022
San Francisco, Calif.	644,161	1,628,498
St. Louis, Mo.	1,238,361	1,557,479
St. Paul, Minn.	331,570	1,036,808
Washington, D. C.	850,472	1,023,626

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65

TOP-FLIGHT U.S. Industries

placed Institutional and War Advertising in our columns in the first half of 1943

List of firms sent on request

Buffalo COURIER EXPRESS

ONLY MORNING AND SUNDAY NEWSPAPER IN BUFFALO

★

DAYTON EMPLOYMENT

increased **42%** in 3 years

124% in 10 years

Busy Dayton . . . with the highest percentage of population increase in Ohio . . . is destined to be BUSY after the war. This sensational growth is not accidental. Dayton is a vital three-way market . . . Agricultural, Industrial, and Military. Dayton employs more people, at higher wages, than ever before. This condition will remain after conversion to consumer needs.

A B C CITY ZONE	1943 (EST.)	LAST 3 YEARS GROWTH	LAST 10 YEARS GROWTH
POPULATION	†288,119	19%	28%
FAMILIES	†90,059	19%	28%
EMPLOYMENT	69,000	42%	124%
PAYROLLS*	$216,000,000	114%	244%
RETAIL SALES	$234,000,000	99%	200%

**Industrial only (total county payrolls $400,000,000)*
† War Ration Book No. 2 Registrations

THE DAYTON (OHIO)

JOURNAL-HERALD

Morning • Evening • Sunday — Dayton's Largest Daily Circulation

Nationally Represented by The Geo. A. McDevitt Co.

DAYTON and WHIO are "Just like that!"



IN WAR and peace the Dayton market —and it's a rich one!—listens most to the station that leads in civic service, top local shows, and the "cream" of Columbia. That's WHIO—as any Daytonian will tell you.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMING, Southeastern Representative

NORTH DAKOTA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Foster	5.0	2,040	3,697
Golden Valley ...	3.1	1,233	2,331
Grand Forks	30.4	22,909	40,589
Grand Forks	19.0	19,218	30,440
Grant	6.6	1,003	1,987
Griggs	4.8	1,482	3,212
Hettinger ..	7.1	2,069	4,262
Kidder	5.6	1,197	2,409
La Moure...	9.3	2,356	4,530
Logan	6.6	1,207	2,211
McHenry ..	12.2	2,985	5,903
McIntosh ..	8.1	1,757	3,280
McKenzie ..	6.6	1,290	2,376
McLean ...	15.0	3,154	6,403
Mercer	8.4	1,840	3,685
Morton	18.3	6,350	12,407
Mountrail ..	9.1	2,507	5,014
Nelson	7.9	2,337	4,769
Oliver	3.4	312	650
Pembina ...	13.0	4,395	8,877
Pierce	8.1	2,504	5,091
Ramsey	12.7	7,731	13,263
Ransom	8.7	3,222	6,800
Renville ...	5.3	1,448	2,915
Richland ...	17.8	7,353	13,889
Rolette	10.0	2,470	4,689
Sargent	7.4	1,603	3,216
Sheridan ...	5.6	984	1,956
Sioux	3.6	668	1,164
Slope	2.1	166	349
Stark	14.4	5,556	11,088
Steele	4.4	964	2,005
Stutsman ...	18.7	7,811	15,790
Towner	5.9	2,128	4,368
Traill	11.9	4,975	8,917
Walsh	16.9	6,560	12,477
Ward	27.6	15,741	34,150
Wells	10.1	3,286	5,907
Williams ...	14.1	6,793	11,855
State Total	549.6	222,111	427,832

OHIO

Adams	17.7	3,682	8,109
Allen	70.1	38,909	77,305
Ashland ...	28.3	13,913	27,512
Ashtabula ..	67.2	33,230	71,656
Athens	37.0	12,969	26,388
Auglaize ...	26.6	9,352	20,544
Belmont ...	85.9	26,005	53,521
Brown	18.8	4,826	9,661
Butler	126.7	53,371	119,727
Carroll	15.9	4,265	8,581
Champaign .	24.9	8,877	19,657
Clark	100.2	51,212	112,811
Springfield	82.0	50,069	96,815
Clermont ...	32.2	8,917	17,510
Clinton	22.5	9,994	19,981
Columbiana .	88.4	39,998	79,312
Coshocton ..	27.0	10,600	22,343
Crawford ..	35.6	15,870	35,372
Cuyahoga ..	1223.4	790,327	1,845,072
Cleveland .	903.2	673,750	1,487,033
Darke	36.5	13,375	26,454



"It says: The Cincinnati Enquirer is weighing in with the heaviest national advertising gain...and is the hottest buy in town."

IF YOU'RE planning for '44, and the solid Cincinnati market is on your schedule, cast an eye on the national advertising linage figures for Cincinnati newspapers. Why has The Cincinnati Enquirer made such an outstanding gain? Because this 100-year-old newspaper tips the beam with greater value!

The Cincinnati Enquirer is the most powerful influence among the thinking, doing, money-making people in this town—and delivers your message to them at the lowest cost. Your advertisement has greater visibility in The Enquirer, too, and gains prestige from its association with the nation's leaders, as well as the advertising of Cincinnati's finest stores.

TOTAL NATIONAL LINAGE
First Eight Months, 1943
vs.
First Eight Months, 1942

	Lines Increased	% Increase
The Enquirer (combined)	370,999	39.2
Daily Enquirer	258,245	61.1
Sunday Enquirer	112,754	21.5
Afternoon Paper "A".....	121,166	9.8
Afternoon Paper "B".....	172,467	22.0

(Source: Media Records)

THE SWING IS TO

THE CINCINNATI ENQUIRER

Represented by Paul Block and Associates

SAYS GOOD MORNING TO ITS READERS AND GOOD BUSINESS TO ITS ADVERTISERS

OHIO—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Defiance	22.1	9,076	19,004
Delaware	22.7	8,383	16,694
Erie	45.1	20,441	45,407
Fairfield	44.1	16,275	33,008
Fayette	20.0	9,534	19,922
Franklin	417.4	262,396	536,015
Columbus	321.0	253,746	447,663
Fulton	22.3	9,179	18,180
Gallia	21.4	5,035	10,716
Geauga	16.2	4,976	10,132

OHIO—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Greene	42.4	12,549	24,616
Guernsey	32.6	11,864	23,507
Hamilton	676.4	441,577	1,040,963
Cincinnati	501.0	420,600	855,655
Hancock	36.3	15,856	30,566
Hardin	25.8	8,661	17,093
Harrison	17.6	4,452	10,278
Henry	20.6	7,714	15,206
Highland	25.1	9,200	18,379

OHIO—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Hocking	17.3	5,012	9,714
Holmes	16.2	4,393	9,404
Huron	30.6	13,107	29,499
Jackson	23.8	8,168	16,449
Jefferson	90.1	46,541	93,724
Steubenville	34.9	33,378	42,426
Knox	28.9	12,292	24,568
Lake	53.7	23,559	46,962
Lawrence	42.9	10,287	21,565
Licking	61.1	25,587	51,942
Logan	26.9	10,946	21,715
Lorain	115.5	49,004	104,321
Lucas	329.0	229,834	528,407
Toledo	276.0	204,659	481,803
Madison	18.4	6,651	13,641
Mahoning	234.8	136,490	318,800
*Youngstown	168.0	124,208	207,782
Marion	46.4	17,200	34,247
Medina	33.3	14,629	29,676
Meigs	21.2	6,393	14,399
Mercer	23.9	8,948	16,946
Miami	55.4	23,120	46,367
Monroe	14.9	2,768	6,152
Montgomery	343.8	205,600	436,351
Dayton	250.0	195,825	335,042
Morgan	11.1	2,899	5,747
Morrow	14.1	3,313	7,356
Muskingum	66.4	33,970	74,067
Zanesville	37.5	28,998	47,795
Noble	10.8	2,375	5,380
Ottawa	25.3	9,986	19,954
Paulding	13.7	4,204	9,028
Perry	23.8	6,758	15,670
Pickaway	23.6	6,451	13,042
Pike	12.5	2,330	4,970
Portage	51.2	16,050	31,441
Preble	22.9	7,714	16,454
Putnam	20.3	6,372	15,050
Richland	69.6	33,946	66,099
Ross	44.9	16,061	31,191
Sandusky	44.0	19,212	36,889
Scioto	75.3	29,538	60,296
Seneca	48.1	20,599	40,550
Shelby	25.7	9,183	18,269
Stark	250.4	129,091	301,341
Canton	123.5	90,859	163,814
Summit	366.7	224,334	566,219
Akron	282.5	199,202	441,901
Trumbull	139.2	61,570	140,599
*Youngstown	168.0	124,208	207,782
Tuscarawas	66.3	27,133	56,912
Union	18.2	7,670	15,265
Van Wert	21.1	7,910	17,797
Vinton	9.1	1,451	3,219
Warren	30.9	9,638	19,384
Washington	36.4	12,745	28,674
Wayne	50.0	21,390	43,125
Williams	23.6	10,586	21,774
Wood	70.0	22,565	45,922
Wyandot	17.7	7,577	15,189
State Total	6924.0	3,642,010	8,112,924

*Youngstown is in Mahoning and Trumbull counties.

AKRON'S BUSINESS REPORT

Shows Big Gains for First 8 Months of 1943

Over Same Period in 1942

BANK DEBITS	UP 47.5%
RESIDENTIAL BUILDING PERMITS	UP 15.6%
NON-RESIDENTIAL BUILDING PERMITS	UP 15.3%
DEPARTMENT STORE SALES	UP 19.0%
EMPLOYMENT: TOTAL PLACEMENTS	UP 90.2%
INDUSTRIAL POWER CONSUMPTION	UP 23.7%
LONG DISTANCE PHONE CALLS	UP 15.0%
POSTAL RECEIPTS	UP 27.6%
SALES TAX COLLECTIONS	UP 12.9%

☆

Akron is the rubber capital of the world, with a yearly payroll of $377,842,016. Its 158,487 workers make up this important free-spending market. They depend on their only daily and Sunday newspaper to form their buying habits. You can REACH and SELL them only through the . . .

AKRON BEACON JOURNAL

Represented by STORY, BROOKS & FINLEY

New York, Philadelphia, Chicago, Cleveland, Los Angeles, Atlanta



. . . *"he advertises in the Cincinnati Times-Star"*

Nearly ALL of the Times-Star's Total Net Paid Circulation . . . 96.1% to be exact . . . is concentrated within the rich, 19-county Cincinnati Trading Area. The Times-Star is Cincinnati's OLDEST and LARGEST daily, and BASIC selling medium.

CINCINNATI TIMES-STAR

First...★

IN ADVERTISING AND DAILY CIRCULATION

HULBERT TAFT, President and Editor-in-Chief — Owners and Operators of Radio Station WKRC

EAST: M. L. Marsh, 60 E. 42nd St., N. Y. CENTRAL: F. D. Burns, 333 N. Michigan, Chicago. WEST: J. E. Lutz, 435 N. Michigan, Chicago.

OKLAHOMA

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Adair	15.3	1,370	3,399
Alfalfa	11.3	3,163	7,274
Atoka	15.8	2,124	4,545
Beaver	7.5	1,247	3,203
Beckham	19.9	6,721	14,818
Blaine	16.1	4,390	9,902
Bryan	34.2	7,655	14,450
Caddo	35.7	8,751	19,534
Canadian	23.9	8,009	19,623
Carter	34.8	14,218	27,204
Cherokee	19.1	2,202	4,812
Choctaw	20.5	3,295	8,213
Cimarron	3.5	1,094	2,524
Cleveland	29.1	7,564	15,419
Coal	9.7	1,653	3,587
Comanche	50.3	15,401	30,528
Cotton	11.0	3,193	7,264
Craig	17.3	4,121	8,150
Creek	43.1	13,227	**32,732**
Custer	20.3	7,264	14,663
Delaware	10.6	1,109	2,584
Dewey	10.2	1,984	4,850
Ellis	7.0	2,156	4,880
Garfield	40.5	22,332	49,058
Garvin	26.5	5,669	14,044
Grady	36.3	9,932	23,960
Grant	10.5	3,021	6,720
Greer	13.1	3,391	8,817
Harmon	8.5	1,580	4,045
Harper	5.3	1,265	3,355
Haskell	14.5	1,885	4,128
Hughes	23.3	4,956	12,174
Jackson	22.4	6,410	15,390
Jefferson	12.0	2,418	5,961
Johnston	11.7	1,575	3,828
Kay	44.2	18,403	43,879
Kingfisher	12.7	4,318	9,782
Kiowa	20.9	5,949	13,252
Latimer	10.0	1,411	3,294
Le Flore	36.0	6,053	14,196

OKLAHOMA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Lincoln	22.8	4,267	11,022
Logan	20.6	7,843	15,972
Love	8.7	1,214	3,366
McClain	15.9	2,608	6,673
McCurtain	33.0	4,031	9,858
McIntosh	22.8	2,634	6,776
Major	9.9	2,298	6,333
Marshall	10.3	1,862	3,854
Mayes	29.3	4,983	6,630
Murray	10.3	2,276	4,463
Muskogee	76.0	27,373	73,517
Muskogee	40.5	22,852	43,839
Noble	12.5	4,203	9,591
Nowata	13.0	3,182	6,981
Okfuskee	20.6	3,407	8,677
Oklahoma	270.3	196,775	376,643
Ok. City	246.4	190,840	351,824
Okmulgee	42.6	12,712	30,544
Osage	30.1	9,472	22,115
Ottawa	34.2	8,841	18,291
Pawnee	14.3	3,290	6,899
Payne	33.1	12,718	27,836
Pittsburg	56.0	13,822	32,119
Pontotoc	30.6	11,487	22,921
Pottawatomie	44.1	16,123	34,554
Pushmataha	15.0	2,115	4,713
Roger Mills	8.2	1,433	3,509
Rogers	20.4	3,909	8,523
Seminole	39.6	11,925	29,439
Sequoyah	21.2	1,798	4,633
Stephens	28.0	7,957	16,142
Texas	9.4	4,068	7,193
Tillman	18.7	4,848	11,786
Tulsa	213.9	121,500	283,654
Tulsa	180.3	119,029	250,342
Wagoner	19.1	2,184	5,502
Washington	27.3	11,790	30,335
Washita	19.5	4,206	10,926
Woods	13.0	4,987	10,089
Woodward	12.7	5,463	10,078
State Total	2141.6	768,083	1,682,198

OREGON

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Baker	13.0	10,844	15,343
Benton	23.2	13,628	19,238
Clackamas	60.9	22,312	32,091
Clatsop	30.4	35,058	47,801
Columbia	18.6	8,376	13,392
Coos	30.8	21,959	33,446
Crook	5.3	2,432	3,357
Curry	3.3	1,839	2,346
Deschutes	19.1	16,517	22,533
Douglas	23.7	13,368	19,639
Gilliam	2.1	2,012	3,222
Grant	5.5	3,225	4,998
Harney	4.3	3,888	5,561
Hood River	8.9	5,880	9,284
Jackson	47.8	41,762	60,880
Jefferson	2.0	917	1,371
Josephine	14.6	8,491	13,437
Klamath	35.5	34,695	51,825
Lake	5.6	3,835	5,787
Lane	71.3	43,029	61,445
Lincoln	13.4	7,078	10,925
Linn	33.8	15,156	20,402
Malheur	15.5	8,384	13,247
Marion	67.8	34,705	81,224
Salem	35.0	29,145	45,986
Morrow	4.1	2,043	3,454
Multnomah	442.8	364,111	877,660
Portland	425.0	354,667	857,704
Polk	19.3	5,963	9,250
Sherman	1.7	960	1,797
Tillamook	12.5	8,906	13,804
Umatilla	28.9	16,654	25,532
Union	15.2	10,857	15,398
Wallowa	8.4	4,888	7,705
Wasco	10.9	10,816	14,463
Washington	37.8	14,414	18,962
Wheeler	2.7	1,235	1,772
Yamhill	26.4	14,454	20,589
State Total	1167.1	814,691	1,563,180

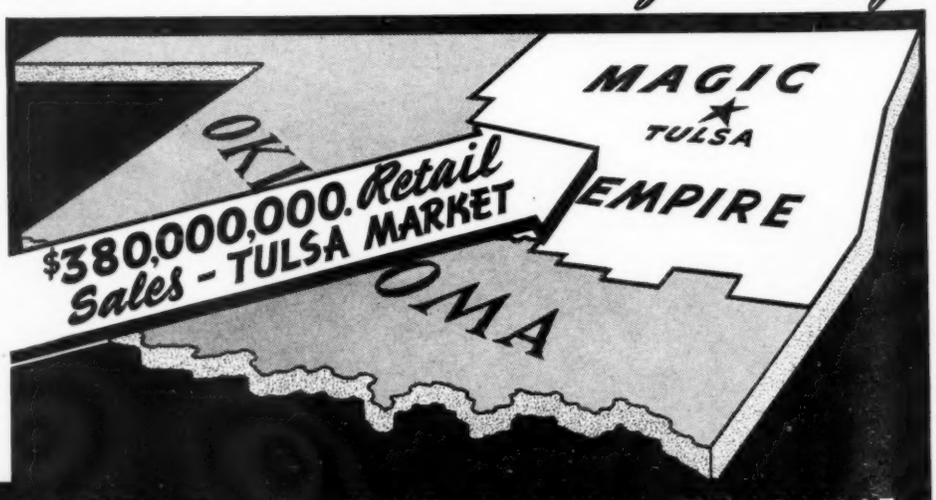
380 Million Dollars is still "Big Money"

Tulsa's "Big Money" market produced 48% of the total Retail Sales in Oklahoma for the 12 months period ending June 30, 1943 (Oklahoma Tax Commission Report).

Oklahoma's Magic Empire is one of the key markets in the Southwest, and the World and Tribune are the advertising mediums that influence most of the buying in this "Big Money" market.

A Major Market That Qualifies for Major Advertising Schedules.

Represented By The Branham Co.



THE TULSA WORLD ★ THE TULSA TRIBUNE
OIL CAPITAL NEWSPAPERS

PENNSYLVANIA

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Adams	38.2	9,615	19,860
Allegheny ..	1433.3	864,144	2,048,518
Pittsburgh .	679.3	530,466	928,871
Armstrong .	75.2	21,138	50,587
Beaver	167.7	56,996	134,853
Bedford ...	37.7	9,946	21,411
Berks	227.6	117,231	268,243
Reading ..	112.3	76,198	130,309
Blair	130.5	64,909	128,879
Altoona ..	76.5	47,011	84,160
Bradford ...	44.4	16,376	37,944
Bucks	111.1	34,023	78,779
Butler	89.3	32,921	70,755
Cambria ...	197.4	76,276	158,605
Johnstown .	66.7	54,856	77,720
Cameron ...	6.9	2,596	5,499
Carbon	55.6	15,160	36,357
Centre	51.0	18,387	38,658
Chester	131.9	51,931	143,064
Clarion	34.4	10,884	23,889
Clearfield ..	82.3	24,293	58,495
Clinton	33.9	11,761	24,471
Columbia ..	49.9	15,398	32,923
Crawford ..	73.6	28,546	61,065
Cumberland .	75.9	28,040	58,825
Dauphin ...	172.0	99,633	221,200
Harrisburg .	86.5	76,912	130,560
Delaware ..	345.5	131,133	318,882
Chester ...	80.0	47,920	95,051
Elk	32.0	9,586	22,324
Erie	190.5	103,428	239,024
Erie	130.0	80,924	151,704
Fayette	186.5	60,452	136,831
Forest	4.8	1,123	2,721
Franklin ...	65.0	26,664	56,634
Fulton	8.2	1,364	2,910
Greene	40.4	9,510	21,917
Huntingdon .	36.3	10,513	21,649
Indiana ...	63.7	18,546	39,721
Jefferson ...	44.8	14,888	31,865
Juniata	13.9	3,300	6,634
Lackawanna .	240.2	114,082	269,474
Scranton ..	118.0	69,530	138,279
Lancaster ..	203.4	108,976	228,476
Lancaster ..	61.3	52,473	92,055
Lawrence ..	98.2	38,764	86,927
Lebanon ...	73.4	29,479	63,892
Lehigh	176.4	95,989	191,156
Allentown .	96.4	67,217	113,778
Luzerne ...	381.9	167,931	396,271
Wilkes-Barre	85.0	64,167	115,690
Lycoming ..	92.8	49,563	124,125
Williamsport	46.0	34,722	67,550
McKean ...	54.0	23,640	54,745
Mercer	120.0	50,258	107,389
Mifflin	40.2	16,306	34,804
Monroe ...	27.1	13,752	28,354
Montgomery.	296.4	141,829	325,048
Montour ...	13.5	3,238	6,734
Northampton	171.1	72,534	167,389
N'umberland	114.2	39,630	90,457
Perry	21.9	5,258	12,286
Philadelphia.	1944.2	1,188,495	2,421,211
Philadelphia	1944.2*	1,188,495	2,421,211

*Official OPA #2 Ration Book Registration figures.



YOUR advertising message gets better reception because of The Journal's new easier-to-read makeup, and you get more readers where you want them—in Portland's Trading Zone. Here industrial payrolls alone top 48 million dollars a month.

Here is a market of 717,588 people—33% more than in all the rest of Oregon. And in this rich populous area The Journal delivers 80% of its daily circulation and reaches 22% more families (21,993) than any other newspaper.

Portland's favorite newspaper keeps pace with the growing Portland market. The Journal's total net paid daily circulation for the six months ending Mar. 31, 1943 was 151,888—the three months average was over 156,000—the largest circulation in its history!



●Dad reads Clapper and Pegler, sis and mom like Dorothy Dix, the boy friend never misses Winchell and kid brother goes for Pop Eye, Dan Dunn, Orphan Annie—in fact all twenty of The Journal's famous funnies!

In New York this family would have to buy 5 daily papers (in Chicago 4) to read the famous columnists and comics published in Portland in The Journal alone.

That's one reason why The Journal is today, as it has been for years, the *preferred* newspaper in the Portland area.

Here's another: At mid-afternoon press-time in Portland, it's after six in New York and midnight or later in much of the rest of the world. The Journal makes the most of this natural time advantage enjoyed *only* by afternoon newspaper on the Pacific Coast. It publishes world news as well as local news the same day it happens . . . publishes BOTH news and features in *popular* balance!

The JOURNAL
PORTLAND, OREGON
Portland's Only Afternoon Newspaper

Represented by **REYNOLDS-FITZGERALD** . . . New York, Chicago, Philadelphia, Detroit, Los Angeles, San Francisco

Make a Note . . .

Johnstown is a 100,000 Market!

The same people as in Pre-War Days
are now making more money . . .

Grasp this advantage and send your sales up!

Complete Coverage Through The

TRIBUNE AND DEMOCRAT

JOHNSTOWN, PENNA.

"The Flood-Free City!"

PENNSYLVANIA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Pike	6.6	1,869	3,832
Potter	14.8	5,634	12,583
Schuylkill	189.5	61,736	144,592
Snyder	18.6	3,409	7,098
Somerset	74.3	22,666	49,776
Sullivan	6.2	1,188	2,713
Susquehanna	27.2	7,633	17,990
Tioga	30.4	10,824	20,279
Union	17.6	4,302	9,900
Venango	58.7	18,634	43,905
Warren	37.0	19,547	39,436
Washington	194.6	69,519	153,551
Wayne	25.4	8,727	20,711
Westmore'd	306.6	102,484	237,828
Wyoming	14.3	5,508	11,347
York	179.2	88,607	214,738
York	60.0	50,327	84,935
State Total	9621.3	4,592,722	10,223,009

RHODE ISLAND

Bristol	25.3	7,935	12,233
Kent	62.7	21,675	30,493
Newport	50.9	22,910	34,168
Providence	531.9	410,362	779,958
Providence	247.8	237,590	406,011
Washington	34.3	15,012	20,315
State Total	705.1	477,894	877,167

SOUTH CAROLINA

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Abbeville	19.7	3,971	7,509
Aiken	56.3	11,171	21,583
Allendale	11.7	2,007	4,054
Anderson	80.5	22,341	42,994
Bamberg	17.0	4,093	7,593
Barnwell	17.7	3,446	8,342
Beaufort	21.2	3,901	8,133
Berkeley	25.9	3,333	6,083
Calhoun	14.3	2,877	5,477
Charleston	158.6	59,861	150,106
Charleston	100.0	55,936	120,188
Cherokee	30.2	7,126	12,134
Chester	30.1	8,469	15,268
Chesterfield	33.1	6,918	13,394
Clarendon	27.5	4,719	8,456
Colleton	25.4	5,715	9,713
Darlington	44.6	11,450	20,480
Dillon	26.5	5,431	9,195
Dorchester	21.8	4,014	7,228
Edgefield	16.6	3,412	6,548
Fairfield	21.2	4,282	8,009
Florence	64.8	22,130	38,927
Georgetown	25.8	6,311	12,026
Greenville	145.9	71,993	181,233
Greenville	34.7	54,681	58,047
Greenwood	40.1	14,837	25,097
Hampton	16.9	2,361	4,705
Horry	50.5	17,817	31,886
Jasper	9.0	1,080	2,180
Kershaw	32.6	6,569	12,670
Lancaster	28.4	8,328	16,163
Laurens	38.3	9,973	17,803

SOUTH CAROLINA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Lee	20.3	4,284	7,465
Lexington	37.9	6,946	14,307
McCormick	8.6	1,532	2,783
Marion	29.8	8,495	14,501
Marlboro	31.0	7,237	14,215
Newberry	31.6	9,145	16,430
Oconee	32.7	6,883	12,937
Orangeburg	62.5	15,957	27,291
Pickens	36.4	8,074	15,069
Richland	116.6	55,943	122,626
Columbia	69.0	53,729	98,362
Saluda	15.0	1,733	3,521
Spartanburg	133.8	47,201	118,431
Spartanburg	36.0	36,057	52,423
Sumter	53.7	16,496	26,760
Union	29.5	8,673	15,900
Williamsb'g.	36.4	5,700	9,918
York	58.4	17,764	33,419
State Total	1886.4	561,999	1,170,562

★

one does it—in Philadelphia

One newspaper reaches 4 out of 5 families daily in one of the largest markets in the country. *One newspaper*, therefore, saturates this market with its advertising messages and very economically. The market is *Philadelphia.* The newspaper is *The Philadelphia Evening Bulletin.* (Circulation over 600,000.)

In Philadelphia — nearly everybody reads The Bulletin



SOUTH DAKOTA

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Armstrong .	*		
Aurora	4.6	1,084	2,025
Beadle	17.6	9,147	18,757
Bennett ...	3.0	586	1,191
Bon Homme	9.3	2,996	5,756
Brookings ..	13.9	6,091	11,342
Brown	26.3	12,974	29,760
Brule	5.3	2,243	4,198
Buffalo	1.6	129	283
Butte	7.6	4,216	8,084

SOUTH DAKOTA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Campbell ..	4.6	650	1,334
Charles Mix	10.6	2,094	4,472
Clark	7.8	1,916	3,955
Clay	8.8	2,884	6,234
Codington ..	15.8	10,169	20,245
Coson	5.9	1,054	2,048
Custer	4.9	1,912	3,733
Davison ...	13.1	9,367	19,221
Day	11.5	3,896	7,502
Deuel	7.6	1,569	3,449

SOUTH DAKOTA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Dewey	5.1	1,043	2,163
Douglas ...	5.8	1,340	2,959
Edmunds ..	7.4	1,635	3,534
Fall River ..	9.0	2,690	5,919
Faulk	4.8	1,288	2,832
Grant	8.9	2,581	5,335
Gregory ...	8.3	2,090	4,793
Haakon ...	3.0	1,209	2,245
Hamlin ...	6.8	1,681	3,679
Hand	6.0	1,702	3,735
Hanson ...	4.7	827	3,288
Harding ...	2.3	412	881
Hughes ...	6.2	3,965	8,625
Hutchinson	11.6	2,914	5,908
Hyde	2.7	1,024	1,869
Jackson ...	1.5**	610	1,360
Jerauld ...	4.0	1,291	2,606
Jones	2.1	718	1,524
Kingsbury .	9.9	3,235	6,669
Lake	10.4	4,317	7,965
Lawrence ..	16.4	10,369	20,312
Lincoln ...	11.2	2,902	6,105
Lyman	3.2	989	1,789
McCook ...	8.3	1,989	4,094
McPherson .	7.0	1,229	2,710
Marshall ..	7.6	2,548	5,056
Meade	8.7	2,919	6,209
Mellette ...	3.2	474	1,025
Miner	5.8	1,384	2,673
Minnehaha .	58.4	49,037	82,206
Sioux Falls	48.0	47,058	73,019
Moody	8.0	2,386	5,322
Pennington .	23.2	13,873	29,169
Perkins ...	5.6	1,800	4,218
Potter	4.3	1,595	3,448
Roberts	14.2	4,020	6,407
Sanborn ...	5.0	1,283	2,425
Shannon ...	4.8	453	948
Spink	11.0	3,582	6,672
Stanley	1.7*	410	881
Sully	2.3	516	1,114
Todd	4.8	481	1,012
Tripp	8.8	3,447	6,313
Turner	11.6	2,855	6,018
Union	9.7	2,699	6,891
Walworth ..	6.0	2,338	5,135
Washabaugh.	1.5**	90	197
Washington.	1.4	85	162
Yankton ...	12.4	5,094	10,961
Ziebach ..	2.3	256	539
State Total	568.7	232,652	461,489

*Includes Armstrong Co.
**Partially estimated.

TENNESSEE

Anderson ..	25.0	3,315	7,178
Bedford ...	22.6	4,517	10,348
Benton	11.5	1,385	2,533
Bledsoe ...	8.0	625	1,109
Blount	47.4	6,969	13,636
Bradley ...	28.5	5,625	10,290
Campbell ..	30.6	4,697	9,289
Cannon ...	9.4	667	1,852

INDIANA'S 2ND LARGEST MARKET

"We own our home and it's paid for—"

★

● No index digs deeper into the roots of a market than the degree of home ownership. "A roof overhead" comes first. Home ownership in Fort Wayne is 65% — far above average.

To this index add these facts: 90% of wage earners in Fort Wayne are buying War Bonds and Stamps . . . 76% are buying life insurance . . . 23% are building up their savings accounts.

Rarely does a national advertiser find a market with such sales possibilities for right now and for the future.



Every day . . . 6 days a week . . . The News-Sentinel is delivered by carrier to 97.8% of all homes in the City of Fort Wayne.

The News-Sentinel

Fort Wayne's "Good Evening" Newspaper . . Established 1833

FORT WAYNE, INDIANA

Representatives: ALLEN-KLAPP COMPANY • *New York—Chicago—Detroit*

MILLIONS NOW SPENDING BILLIONS

And wise advertisers are reaping fortune from this convenient market. Perhaps you've been overlooking the 7-billions spent yearly by American Negroes. Then you'll be surprised how easy it is to cover these spending millions at a cost so low it's a shock. Drop a line to Interstate United Newspapers, Inc., 545 Fifth Avenue, New York 17, New York and we'll send you some startling, profit-revealing facts about this growing field. Write now.

NOW IS THE TIME TO BUY WAR BONDS



1·2·2·3·5·7

Not a code, combination of a safe, nor another problem in algebra . . . just The Philadelphia Inquirer's score in the morning field in the U. S. the first nine months of this year: *first* in Department Store advertising, *second* in Retail, *second* in Display, *third* in Total, *fifth* in Classified, *seventh* in General . . . And, of course, *first* in Philadelphia for nine, going on ten, consecutive years!

National Advertising Representatives: Osborn, Scolaro, Meeker & Co., *New York, Chicago, Detroit, St. Louis;* Keene Fitzpatrick, *San Francisco*

Agencymen! Advertisers!

. . . the SUREST WAY to place advertising in Nashville is to help us to help you!

GRANT OPTIONAL INSERTION DATES

Please give us as much leeway as possible on all insertion dates. "Monday through Saturday" is preferred, with all insertions starting in the A.M. editions. For Sunday advertising, an option of two or more Sundays is suggested.

DELIVER MATS AND CUTS PROMPTLY

Ship printing material as soon as schedule is released, to reach us at least 72 hours preceding insertion date. This will eliminate cancellation of reserved space at last minute, avoid confusion, and prevent waste of newsprint.

DO NOT SCHEDULE FULL PAGES

Limiting your advertisements to 1500 lines during this emergency will allow us to serve more of our advertisers.

RELEASE COMPLETE SCHEDULE

Piece-meal releases mean piece-meal service. Space reservations must be in ample time for space allotments, at least 72 hours preceding first insertion date.

AVOID LAST-MINUTE CANCELLATIONS

Last-minute cancellations cause us to waste space for other advertisers who should have used it. Dead-lines, set up in all advertising departments, make last-minute cancellations costly. Avoid them by making space commitments only when you are sure the advertising will appear.

Help us to avoid making stringent rules in the handling of advertising contracts.

Nashville Banner

EVENING

Nashville Tennessean

MORNING SUNDAY

REPRESENTED BY

THE BRANHAM COMPANY

TENNESSEE—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Carroll	27.1	3,359	7,059
Carter	35.4	5,713	11,197
Cheatham	8.6	962	2,118
Chester	10.8	1,123	2,555
Claiborne	24.1	1,737	3,802
Clay	10.0	478	1,104
Cocke	21.2	2,439	5,431
Coffee	24.4	3,135	6,136
Crockett	15.9	1,821	4,066
Cumberland	15.3	1,656	3,224
Davidson	265.4	122,321	320,129
Nashville	176.8	114,970	263,926
Decatur	9.5	898	2,113
De Kalb	12.7	1,216	2,410
Dickson	17.7	2,870	5,600
Dyer	35.0	8,334	16,725
Fayette	27.8	2,122	4,725
Fentress	13.1	1,300	2,507
Franklin	23.7	3,295	6,986
Gibson	46.8	6,542	13,246
Giles	26.7	4,187	8,341
Grainger	12.3	895	1,852
Greene	37.0	5,763	11,186
Grundy	10.7	810	1,884
Hamblen	18.8	4,149	8,152
Hamilton	191.8	94,130	239,865
Chattanooga	135.0	84,520	180,254
Hancock	10.3	445	993
Hardeman	21.0	2,152	4,104
Hardin	15.2	1,423	3,163
Hawkins	29.4	2,853	6,262
Haywood	25.5	3,159	7,163
Henderson	17.1	2,149	4,862
Henry	24.8	4,589	9,079
Hickman	12.7	1,065	2,143
Houston	5.9	554	1,141
Humphreys	10.8	1,307	2,860
Jackson	12.9	1,033	2,032
Jefferson	18.8	1,673	3,081
Johnson	14.1	902	2,285
Knox	186.2	75,665	168,473
Knoxville	122.8	73,638	137,718
Lake	10.7	1,734	3,718
Lauderdale	25.1	4,130	8,245
Lawrence	27.0	4,016	7,985
Lewis	5.0	721	1,604
Lincoln	25.0	4,001	8,102
Loudon	21.6	3,035	7,211
McMinn	28.5	5,058	10,423
McNairy	18.4	1,829	4,174
Macon	12.5	1,002	2,026
Madison	56.2	15,523	28,783
Marion	19.8	2,657	5,355
Marshall	16.3	3,278	6,675
Maury	38.5	7,883	15,278
Meigs	5.2	208	622
Monroe	23.8	2,393	4,779
Montgomery	35.0	7,057	13,144
Moore	3.7	200	479
Morgan	12.4	944	1,878
Obion	28.4	6,112	12,265
Overton	16.8	1,256	2,497
Perry	6.5	657	1,349
Pickett	5.5	344	731
Polk	23.1	3,527	6,800

TENNESSEE—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Putnam	23.1	3,126	6,169
Rhea	14.5	2,422	4,732
Roane	25.3	3,784	7,696
Robertson	25.1	3,927	7,946
Rutherford	33.7	6,623	12,996
Scott	14.2	1,507	2,856
Sequatchie	4.9	361	659
Sevier	23.1	2,438	4,695
Shelby	390.1	237,051	471,598
Memphis	321.9	227,150	402,447
Smith	14.0	1,859	3,608
Stewart	10.1	809	1,850
Sullivan	84.0	23,350	44,808
Sumner	30.2	3,743	7,698
Tipton	28.6	3,843	7,439
Trousdale	5.9	714	1,675
Unicoi	14.1	1,852	4,204
Union	8.1	478	1,067
Van Buren	3.6	122	348
Warren	18.1	2,874	5,558
Washington	52.1	17,210	28,990
Wayne	12.7	963	1,975
Weakley	25.5	4,075	7,901
White	14.9	1,504	3,296
Williamson	23.1	3,251	6,592
Wilson	23.9	3,508	7,286
State Total	2917.4	816,983	1,774,054

TEXAS

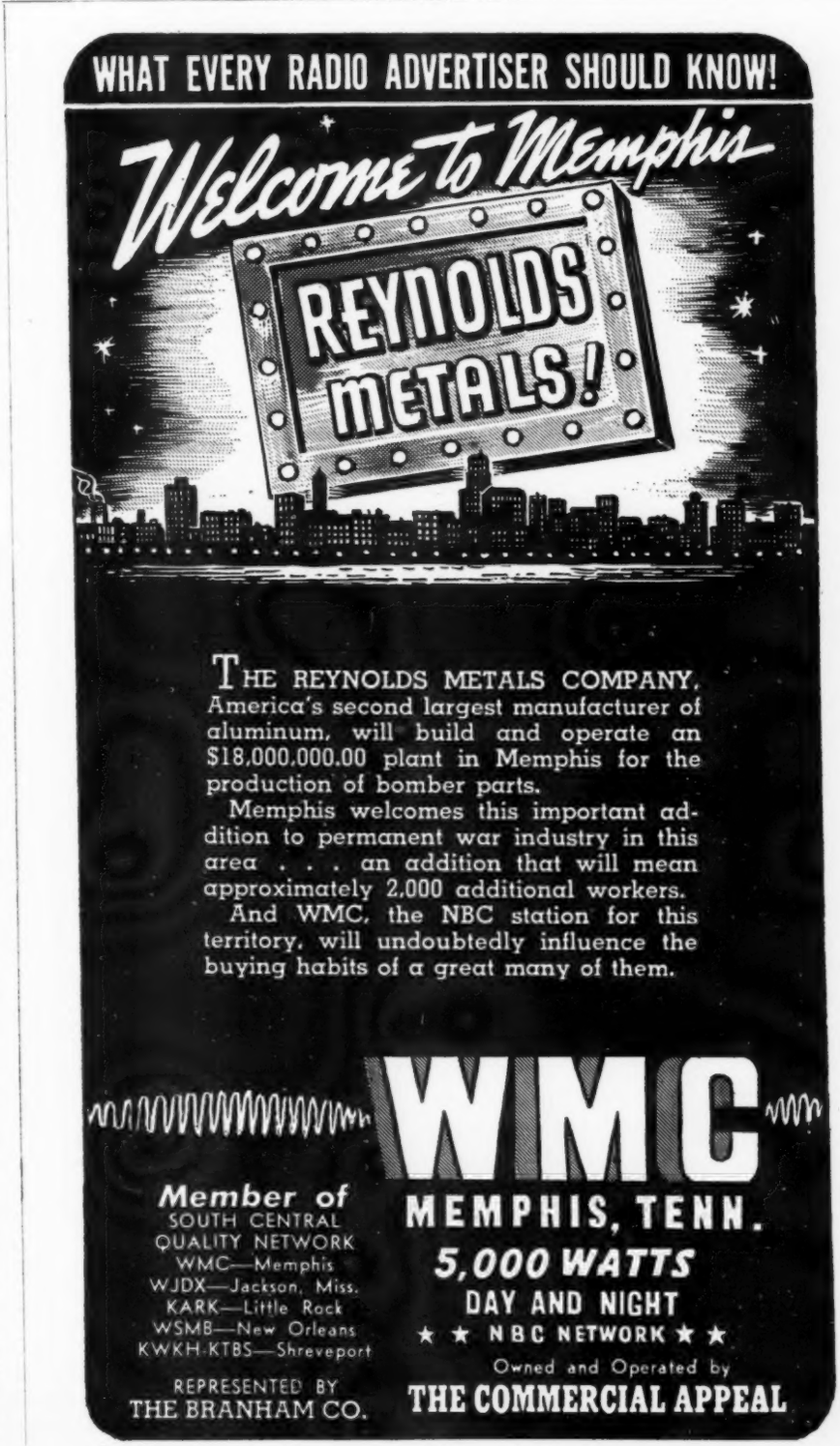
Anderson	31.1	8,087	17,781
Andrews	1.0	429	922
Angelina	30.1	8,531	16,260
Aransas	3.0	823	1,561
Archer	6.6	1,552	3,383
Armstrong	2.3	642	1,201
Atascosca	18.6	3,112	6,730
Austin	15.1	3,646	7,368
Bailey	6.6	1,821	3,427
Bandera	3.2	680	1,511
Bastrop	22.2	3,405	7,233
Baylor	6.6	2,421	4,374
Bee	15.2	6,422	13,574
Bell	52.4	13,957	28,106
Bexar	421.5	179,400	504,377
San Antonio	300.0	162,085	386,615
Blanco	3.6	1,222	2,400
Borden	.8	22	148
Bosque	13.1	2,955	6,057
Bowie	59.1	13,535	25,661
Brazoria	43.7	8,594	17,573
Brazos	30.8	11,352	21,902
Brewster	7.8	3,254	5,826
Briscoe	3.5	1,013	2,109
Brooks	6.3	2,050	2,982
Brown	35.0	10,803	21,118
Burleson	15.3	2,747	5,860
Burnet	8.7	2,277	4,394
Caldwell	21.2	6,975	15,702
Calhoun	5.7	1,346	2,646
Callahan	6.3	1,657	3,216
Cameron	83.4	24,366	47,815
Camp	9.4	1,735	3,848
Carson	6.0	2,414	5,226
Cass	30.5	6,099	12,261
Castro	3.7	1,054	2,073
Chambers	6.6	2,543	5,701

TENNESSEE—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Cherokee	31.6	7,247	16,650
Childress	13.0	5,967	12,011
Clay	9.9	2,265	4,979
Cochran	4.8	961	1,809
Coke	3.4	721	1,455
Coleman	18.4	4,903	10,666
Collin	38.8	9,141	16,359

TENNESSEE—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Coll'sworth	9.3	3,029	6,099
Colorado	16.2	5,495	12,165
Comal	13.0	5,340	11,175
Comanche	15.5	2,914	6,175
Concho	5.1	1,421	3,009
Cooke	27.6	9,282	17,648
Coryell	20.9	4,247	9,155
Cottle	6.2	2,602	5,104



It's a



The story of the amazing growth of Central and South Texas — the livest market in America — is too big for one page!

Sales-minded executives are urged to study "Population" and "Effective Buying Income" estimates for San Antonio, Corpus Christi and Austin in this issue of Sales Management. Figures on these key centers give you the picture of the area.

Then remember, WOAI is THE connecting link between aggressive advertisers and this thriving market.

WOAI sells more merchandise to more people in Central and South Texas than any single medium — at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN



WOAI

San Antonio

Represented Nationally by
EDWARD PETRY & CO.

Big Story!



TEXAS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Crane	2.1	957	2,007
Crockett	2.5	1,549	2,996
Crosby	9.2	2,611	4,887
Culberson	1.4	887	1,741
Dallam	7.3	4,152	9,169
Dallas	453.0	270,357	660,522
Dallas	400.0	264,070	586,531
Dawson	14.6	5,923	11,325
Deaf Smith	6.0	3,750	7,138
Delta	10.2	1,886	3,835
Denton	38.0	11,394	22,484
De Witt	23.9	8,310	16,418
Dickens	6.8	2,854	5,574
Dimmit	9.6	1,502	**3,147**
Donley	6.6	2,372	4,640
Duval	15.8	4,571	8,781
Eastland	25.7	8,199	18,997
Ector	15.1	12,751	25,466
Edwards	2.3	573	1,286
Ellis	41.0	10,900	23,677
El Paso	140.4	56,634	133,907
El Paso	107.0	53,888	117,153
Erath	17.0	4,750	9,468
Falls	29.5	6,507	14,641
Fannin	33.9	7,037	13,456
Fayette	25.2	6,156	13,541
Fisher	10.9	2,341	4,858
Floyd	9.5	3,627	7,318
Foard	4.2	1,454	3,237
Fort Bend	28.2	8,107	16,563
Franklin	6.3	1,291	2,474
Freestone	17.8	3,789	8,331
Frio	9.1	1,741	3,629
Gaines	5.5	3,810	6,344
Galveston	100.0	46,335	112,455
Galveston	78.0	37,878	91,153
Garza	5.2	2,179	3,979
Gillespie	10.1	3,644	7,291
Glasscock	.8	107	366

TEXAS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Goliad	7.2	1,496	3,281
Gonzales	22.5	4,946	10,708
Gray	23.4	15,410	33,581
Grayson	67.9	24,722	48,176
Gregg	54.6	29,357	55,742
Grimes	16.2	3,675	8,064
Guadalupe	23.9	5,748	12,538
Hale	18.7	9,915	15,284
Hall	11.4	3,292	6,092
Hamilton	11.2	3,499	6,785
Hansford	2.8	1,600	2,698
Hardeman	10.1	3,520	7,464
Hardin	16.1	4,195	9,015
Harris	605.0	327,055	708,786
Houston	457.0	304,641	636,299
Harrison	48.7	11,343	23,660
Hartley	1.7	256	551
Haskell	12.9	3,301	6,354
Hays	15.1	4,299	9,340
Hemphill	3.3	1,844	3,921
Henderson	24.0	5,694	11,435
Hidalgo	111.6	28,806	54,932
Hill	31.9	7,633	16,463
Hockley	14.1	3,182	6,347
Hood	6.7	1,399	3,204
Hopkins	25.1	6,796	12,918
Houston	22.5	4,118	8,610
Howard	22.6	14,091	26,941
Hudspeth	3.0	616	1,287
Hunt	41.7	15,066	32,205
Hutchinson	18.4	9,336	20,392
Irion	1.6	373	774
Jack	8.7	2,430	5,485
Jackson	12.0	2,755	5,902
Jasper	16.4	4,336	8,422
Jeff Davis	2.0	355	650
Jefferson	180.3	83,884	210,630
Beaumont	77.1	48,366	106,340
Jim Hogg	5.0	1,860	3,890
Jim Wells	18.4	7,477	16,470

TEXAS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Johnson	27.7	8,686	19,235
Jones	22.7	7,825	16,549
Karnes	17.8	4,411	9,548
Kaufman	28.7	6,907	16,513
Kendall	4.2	1,435	3,114
Kenedy	.6	20	179
Kent	2.7	574	1,121
Kerr	9.3	5,602	12,680
Kimble	3.4	1,401	2,746
King	.9	225	511
Kinney	4.2	1,115	2,354
Kleberg	16.0	4,772	10,542
Knox	9.0	2,509	5,299
Lamar	50.0	11,647	25,715
Lamb	16.8	6,311	12,206
Lampasas	9.2	2,962	6,007
La Salle	7.2	1,659	3,476
Lavaca	22.1	4,407	9,065
Lee	11.4	2,055	4,532
Leon	13.7	2,670	5,751
Liberty	22.3	7,902	15,591
Limestone	27.0	6,026	13,453
Lipscomb	3.6	1,273	2,444
Live Oak	8.4	1,864	3,877
Llano	4.7	1,779	3,362
Loving	.2	52	104
Lubbock	58.3	32,283	53,889
Lynn	12.1	4,732	8,920
McCulloch	12.3	4,703	9,107
McLennan	111.7	46,058	117,469
Waco	65.0	40,454	85,860
McMullen	1.3	156	433
Madison	9.2	2,934	5,744
Marion	11.4	1,953	3,666
Martin	4.6	1,341	2,940
Mason	4.4	1,791	3,483
Matagorda	22.5	7,793	14,881
Maverick	12.0	4,006	7,441
Medina	16.9	3,237	6,978

Music Dealers and Professional Men Sell Houston Families Through

THE MORNING PAPER

...Read by Mothers...Fathers and Children...at Home



Musical instrument dealers and people offering professional services are two more groups of local advertisers who know that in Houston the morning paper is family read—does not end up in the car barn. They buy more space in the Houston Post than in any other paper to reach mother who buys and father who pays.

The whole family finds many interests in the Post. It carries 25 of the most popular comic strips in the country. It is the only Houston paper getting both Associated and United Press services. It has the only complete market page in Houston. It has one of the best sports pages in the Southwest. It is strong in features appealing to women.

Other Houston retail advertisers in those classifications where the family should be sold as a group, spend more money in the morning paper. In Amusements, Electrical Appliances, Furniture, Liquor, Professional Services, Radio and Real Estate, the Post leads. And 5 out of the 7 super-mart grocery chains prefer this unusual morning paper to any evening paper as an advertising medium.

More and more national advertisers are finding that the Houston Market is different—are using the Morning Post to reach the home.

A MARKET THAT HAS NEARLY DOUBLED IN 20 YEARS

Now Largest in the South

Houston has grown without suddent spurts and recessions. Even during the depression decade (1930 to 1940) the city proper grew 31.5%. No wartime mushroom. Houston supplies an area so rich in natural resources and productivity that it has nothing to fear from peacetime competition.

Get established in this market of the future now. Build solidly in the "home-read" paper.

Represented by Burke, Kuipers & Mahoney, Inc.

THE HOUSTON POST

First in Texas Morning Field in City and Suburban Circulation

TEXAS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Menard ...	3.9	1,736	3,403
Midland ...	13.4	8,550	16,370
Milam	27.4	5,714	12,262
Mills	6.6	1,738	3,294
Mitchell ...	10.3	3,664	6,773
Montague ..	16.8	4,604	9,439
Montgomery.	19.0	5,770	13,173
Moore	9.0	2,993	5,821
Morris	10.3	1,681	3,549
Motley	4.1	1,509	2,934
Nacogdoches	29.8	8,286	15,680
Navarro ...	43.4	11,908	25,787
Newton ...	11.3	1,512	3,277
Nolan	15.5	7,738	13,299
Nueces	124.6	66,151	131,381
Cor. Christi.	83.0	59,727	109,633
Ochiltree ..	3.8	2,445	5,006
Oldham ...	1.5	545	1,105
Orange	37.8	6,134	13,293
Palo Pinto .	20.8	6,283	13,618
Panola	18.9	2,696	5,541
Parker	18.6	4,610	9,651
Parmer	5.2	1,802	3,531
Pecos	7.9	3,415	6,820
Polk	16.9	4,491	8,389
Potter	59.4	42,815	89,691
Presidio ...	9.4	2,719	6,113
Rains	5.9	490	2,346
Randall ...	8.0	2,164	4,618
Reagan	2.1	841	1,837
Real	2.1	347	757
Red River .	25.0	4,767	9,295
Reeves	9.5	6,433	12,347
Refugio ...	8.5	3,906	8,748
Roberts ...	1.0	554	846
Robertson ..	22.5	4,584	10,010
Rockwall ..	6.1	1,294	2,741
Runnels ...	17.4	6,088	13,230
Rusk	40.5	12,616	26,755
Sabine	9.3	1,516	3,138
S. Augustine	10.3	1,947	4,016
San Jacinto.	7.7	831	3,370
San Patricio.	28.2	9,759	19,802
San Saba ..	8.7	2,351	4,435
Schleicher ..	2.4	689	1,448
Scurry	9.5	3,316	6,428
Shackelford .	4.8	1,679	3,648
Shelby	24.6	5,840	12,738
Sherman ...	1.9	834	1,642
Smith	64.7	24,998	53,381
Somervell ..	2.5	478	1,057
Starr	12.9	1,569	3,346
Stephens ...	9.0	4,364	7,741
Sterling ...	1.3	682	1,435
Stonewall ..	4.4	727	1,520
Sutton	3.3	1,679	3,279
Swisher ...	5.8	2,312	5,046
Tarrant ...	260.1	154,639	424,402
Fort Worth	210.0	147,443	345,223
Taylor	51.6	22,365	43,533
Terrell	3.1	1,151	2,546
Terry	11.4	3,176	5,929
Throckmorton	3.4	779	1,612
Titus	16.9	4,822	9,230
Tom Green.	43.2	24,238	51,929



Metropolitan Market	1943 Ration Book No. 2 Registration	Counties Included in J. Walter Thompson Company Definition of Metropolitan Market
1. HOUSTON	607,033	Harris, Texas
2. New Orleans	602,748	Jefferson, Orleans, St. Bernard, La.
3. Birmingham	557,894	Jefferson, Ala.
4. Atlanta	527,172	DeKalb, Fulton, Ga.
5. Louisville	502,064	Jefferson, Ky.; Clark, Floyd, Ind.
6. Dallas	449,215	Dallas, Texas
7. San Antonio	413,648	Bexar, Texas
8. Memphis	392,551	Shelby, Tenn.

The 1943 Population of the leading Southern Metropolitan Markets, tabulated above, are taken from a compilation made by J. Walter Thompson Company of No. 2 War Ration Books issued up to April 1, 1943.

HOUSTON LEADS ALL SOUTHERN METROPOLITAN MARKETS IN RETAIL SALES!

According to Sales Management, for the twelve months ending September 30th, 1943, Houston's (Harris County) retail sales were $327,055,000. This is $15,855,000 more than any other county in the South. Due to Houston's continued growth and increased payrolls, Houston's leadership over all Southern markets will be even greater in 1944.

HOUSTON CHRONICLE SELLS HOUSTON

The Chronicle has kept pace with Houston's rapid growth . . . and today The Chronicle is delivered daily to 39.5% more Houston homes than the second Houston newspaper, and to 65.3% more Houston homes than the third Houston newspaper, according to the March 31st Publishers' Statements to the A. B. C.

ADVERTISING LEADERSHIP PROVES IT

The Chronicle's overwhelming leadership in advertising is proof of this newspaper's selling power. During the first nine months of 1943 The Chronicle published 74.4% more Total Advertising than the second Houston newspaper, and 177.18% more than the third Houston newspaper, according to Media Records, Inc.

THE HOUSTON CHRONICLE

R. W. McCARTHY
National Advertising Manager

THE BRANHAM COMPANY
National Representatives

FIRST IN HOUSTON IN CIRCULATION AND ADVERTISING FOR THE 31st CONSECUTIVE YEAR



The Management of WTAR Radio Corporation Takes Pleasure in Announcing Results of the Semi-Annual Audit of Listening in the Norfolk, Portsmouth, Newport News, Virginia area made at the request of Stations WTAR and WGH by C. E. Hooper, Inc.

(Mid-Summer, 1943)

	8 A.M. to 12 N.	12 N to 6 P.M.	6 P.M. to 10 P.M.
Station WTAR	59.9%	67.4%	68.6%
Station B	19.1%	11.0%	11.9%
Station C	12.8%	9.6%	10.1%
Station D	5.1%	8.3%	7.9%
Others	3.1%	3.7%	1.5%

(Stations will be identified upon request)

RADIO STATION WTAR

NORFOLK, VIRGINIA

5,000 Watts — N B C Network

National Representatives: Edward Petry & Co.

TEXAS—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Travis	109.9	59,211	148,752
Austin	96.3	57,853	134,033
Trinity	10.8	2,501	4,608
Tyler	9.3	2,103	4,052
Upshur	21.0	3,896	8,334
Upton	3.2	2,659	5,642
Uvalde	13.8	5,114	10,842
Val Verde	17.3	6,004	13,324
Van Zandt	28.1	6,172	13,192
Victoria	27.0	13,284	25,207
Walker	15.4	3,854	8,162
Waller	10.2	2,550	5,363
Ward	10.2	5,726	10,722
Washington	22.3	5,694	12,081
Webb	49.6	15,562	32,471
Wharton	33.1	11,218	24,767
Wheeler	11.1	4,397	9,818
Wichita	70.7	35,258	76,582
Wich. Falls	52.7	28,710	58,314
Wilbarger	18.3	8,226	15,189
Willacy	13.6	3,210	6,909
Williamson	38.7	10,955	21,997
Wilson	14.7	2,686	5,168
Winkler	5.6	4,439	7,813
Wise	16.7	3,666	7,151
Wood	22.2	4,680	9,186
Yoakum	2.8	928	1,857
Young	15.7	8,116	13,810
Zapata	3.6	137	1,210
Zavala	10.2	2,408	5,141
State Total	6493.9	2,557,227	5,731,386

UTAH

Beaver	4.8	1,343	3,171
Box Elder	18.6	5,285	13,392
Cache	27.9	10,305	24,199
Carbon	20.4	9,005	17,350
Daggett	.3	59	214
Davis	22.9	4,073	7,963
Duchesne	6.8	1,636	4,047
Emery	5.5	710	1,593
Garfield	3.6	546	989
Grand	1.9	549	1,205
Iron	7.7	4,437	7,030
Juab	5.6	1,775	5,485
Kane	2.3	557	1,098
Millard	8.5	2,406	5,576
Morgan	2.7	613	1,481
Piute	1.7	414	687
Rich	1.6	180	424
Salt Lake	238.1	168,486	311,275
Salt Lake City	180.0	160,997	237,945

UTAH—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
San Juan	3.8	397	695
Sanpete	13.3	2,740	6,187
Sevier	9.7	3,444	8,721
Summit	7.4	1,790	4,090
Tooele	12.7	3,553	8,132
Uintah	7.7	1,537	3,890
Utah	63.7	18,992	44,813
Wasatch	5.5	1,572	3,790
Washington	6.9	1,873	4,114
Wayne	1.8	140	417
Weber	75.8	51,675	88,235
Ogden	75.0	51,075	87,600
State Total	589.2	300,092	580,263

VERMONT

Addison	14.6	4,905	7,528
Bennington	20.8	13,401	22,923
Caledonia	22.4	11,713	20,531
Chittenden	47.9	28,952	49,933
Burlington	26.5	24,091	32,997
Essex	6.0	2,173	3,660
Franklin	25.8	10,051	17,111
Grand Isle	3.2	1,100	1,900
Lamoille	9.5	4,153	7,101
Orange	14.3	5,592	9,224
Orleans	18.6	9,531	14,868

THERE'S A NEW 100,000 MARKET

MACON, GEORGIA

POPULATION
METROPOLITAN COUNTY
106,000
Sugar Book Registration

TRADING AREA POPULATION
599,300
—Sales Management
Survey of Buying Power

Georgia's SECOND Largest Market

Second in trading area sales and trading area population, in Georgia

RETAIL SALES TRADING AREA
$136,248,000
Year ending Sept. 30, 1943
—Sales Management
Survey of Buying Power

Complete Coverage and the Only Newspaper Coverage

There is only one way to secure newspaper coverage of this prosperous trading area—through the Macon papers—The Macon Telegraph and The Macon News. And they provide the only coverage of the area. Circulation of any other newspaper or any combination of other papers is so small as to be ineffective. To do a job in the Macon area—a market of over half a million—you must have the Macon papers on your list. ABC, over 43,000. Please allow five-day leeway on insertion dates.

THE MACON NEWS
AND
THE MACON TELEGRAPH
MACON, GEORGIA
Represented by The Branham Co.

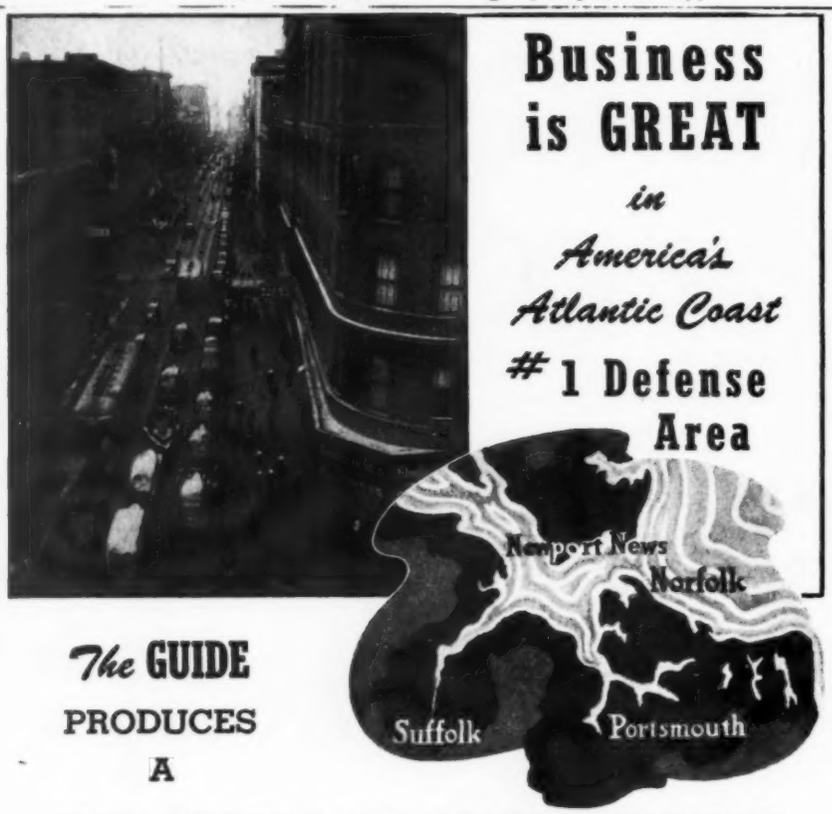
VERMONT—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Rutland	42.2	25,362	44,194
Washington	34.7	21,887	38,032
Windham ..	25.5	15,293	23,443
Windsor ...	40.2	19,532	30,802
State Total	325.7	173,645	291,250

VIRGINIA

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Accomack ..	28.0	5,246	11,708
Albemarle[1] .	44.1	20,920	44,495
Alleghany[2] .	27.8	11,328	28,003

[1] Albemarle County combined with Charlottesville (independent city)
[2] Alleghany County combined with Clifton Forge (independent city)



The GUIDE PRODUCES A

$150,000,000.00 NEGRO MARKET

For obvious reasons, figures on defense contracts in the Hampton Roads area no longer are released.

No military secret, however, is the existence of a rich Negro market in the No. 1 Defense Area on the Atlantic coast.

In and around Norfolk, Portsmouth and Newport News are 57,600 Negro families — many of them defense families — with average weekly earnings estimated conservatively at $50 per family — a $150,000,000 market. It is no secret that business is great when purchasing power is high.

Key to this market is the Journal and Guide. Every week its 50,000 copies enter three-fourths of the Negro homes. YOU can enter, too, through its columns.

Member, Audit Bureau of Circulation
More Than 50,000 Net Paid Circulation
National Advertising Representative:
INTERSTATE UNITED NEWSPAPERS, Inc.
New York City



Journal and Guide
NORFOLK PORTSMOUTH NEWPORT NEWS
THE SOUTH'S LARGEST NEGRO NEWSPAPER
Covering a $150,000,000 Market in the East's No. 1 Defense Area

VIRGINIA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Amelia	7.7	972	1,836
Amherst ..	17.3	1,995	4,653
Appomattox	8.5	2,045	5,381
Arlington[3] ..	132.2	50,561	108,882
Augusta[4] ...	53.7	19,284	41,710
Bath	5.9	1,077	2,886
Bedford	26.6	4,459	10,177
Bland	6.3	444	1,620
Botetourt ..	15.0	2,181	5,371
Brunswick ..	19.3	3,279	8,046
Buchanan ..	25.0	4,230	9,397
Buckingham	11.8	1,171	3,550
Campbell[5] ..	68.6	33,567	69,794
*Lynchburg	43.3	31,153	56,205
Caroline ...	11.9	1,929	4,986
Carroll	23.4	2,479	5,645
Charles City.	4.5	270	1,271
Charlotte ...	13.6	1,522	4,033
Chesterfield .	29.0	4,284	10,758
Clarke	6.6	1,989	5,077
Craig	3.3	502	1,507
Culpeper ...	12.3	4,485	9,010
Cumberland	6.6	549	1,771
Dickenson ..	19.8	2,811	6,668
Dinwiddie[6] .	45.9	21,240	44,219
Elizabeth City[7]	45.0	9,881	24,602
Essex	6.8	1,631	3,297
Fairfax	51.1	6,362	15,228
Fauquier ...	19.9	6,466	14,984
Floyd	11.3	389	3,634
Fluvanna ...	6.9	908	2,447
Franklin ...	23.0	2,998	7,323
Frederick[8] ..	26.0	12,758	27,461
Giles	16.0	2,949	6,662
Gloucester .	9.6	2,143	4,832
Goochland .	7.0	605	1,772
Grayson ...	21.5	4,728	10,470
Greene	4.8	345	1,429
Greenville ..	14.2	3,375	7,630
Halifax	38.3	7,252	16,477
Hanover ...	17.9	3,553	9,279
Henrico[9] ...	256.9	203,869	417,908
*Richmond	231.9	185,104	388,039
Henry[10]	40.1	10,808	23,280
Highland ..	4.3	424	1,699
Isle of Wight ...	13.6	2,906	7,217
James City[11]	11.4	4,151	9,318

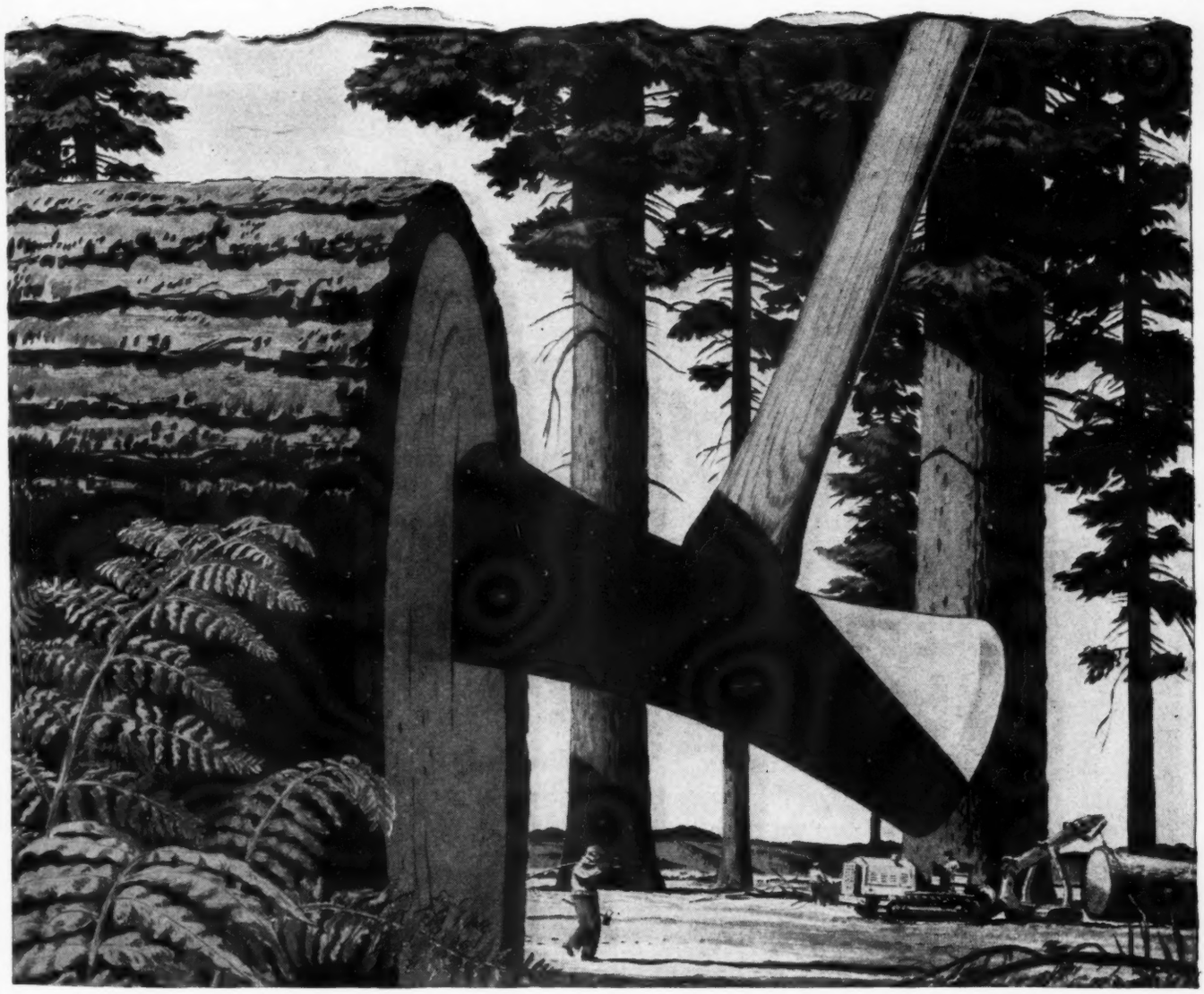
*Independent City.
[3] Arlington County combined with Alexandria (independent city)
[4] Augusta County combined with Staunton (independent city)
[5] Campbell County combined with Lynchburg (independent city)
[6] Dinwiddie County combined with Petersburg (independent city)
[7] Elizabeth City County combined with Hampton (independent city)
[8] Frederick County combined with Winchester (independent city)
[9] Henrico County combined with Richmond (independent city)
[10] Henry county combined with Martinsville (independent city)
[11] James City County combined with Williamsburg (independent city)



SEATTLE . . .

Paul Bunyan's Permanent Address

In Washington State more than ten new trees are planted for each one cut!



MORE *than 10 million acres of Douglas Fir timber are now ready for harvest in the Pacific Northwest . . . enough to re-build every home in America!*

Over 15 million acres are in protected new growth—and each year 12 million seedlings are grown in State and industry nurseries.

Timber is a renewable resource. In 50 years a Douglas Fir grows to 125 feet. It is the serious intent of lumbermen here to provide timber for generations to come.

Timber is a *permanent* resource that contributes millions to the *permanent* prosperity of Seattle. For in this city are many sawmills ... builders of logging trucks, cars, engines, hoists and mill equipment. Ahead lie important developments in plywood, pulp, cellulose and prefabrication. Seattle is a solid city based on solid enterprise! *THE SEATTLE TIMES* is the preferred newspaper in 7 out of 10 Seattle homes.



Represented by O'Mara & Ormsbee, Inc., New York, Chicago, San Francisco, Los Angeles



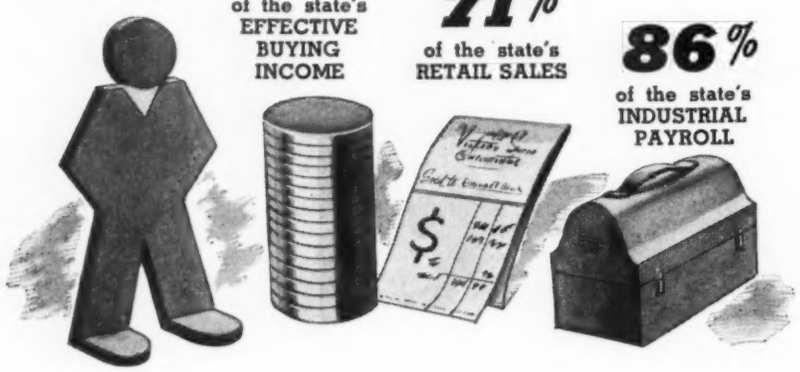
Western Washington Accounts For . . . .

73% of the state's POPULATION

74% of the state's EFFECTIVE BUYING INCOME

71% of the state's RETAIL SALES

86% of the state's INDUSTRIAL PAYROLL



Demands More Than One-City Coverage

Cut Washington State into its two main geographical areas, separated by the towering Cascades. In WESTERN Washington you'll find a market roughly THREE TIMES greater than in Eastern Washington — a market demanding more than "one city" attention. That's why TACOMA, as well as Seattle, is a MUST on your media list. For Washington's Second Market — an integral part of the state's "70%-Plus" region — is adequately covered ONLY when you include the Tacoma News Tribune on your schedules.

(Figures compiled from Sales Management 1943 Survey Number and Washington State Dept. Labor & Industries)

The News Tribune
TACOMA, WASHINGTON

First in Washington's Second Market!
Now delivering over 55,000 copies daily.

LORENZEN & THOMPSON, INC., NATIONAL REPRESENTATIVES

VIRGINIA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
King and Queen ...	6.3	484	1,748
King George	5.8	626	1,826
King William	7.8	2,304	5,504
Lancaster ...	7.2	2,016	5,045
Lee	35.1	4,727	12,107
Loudoun ...	19.1	5,958	14,116
Louisa	11.3	1,968	4,998
Lunenberg	14.2	2,375	5,856
Madison ...	8.0	892	2,811
Mathews ...	6.6	1,370	3,667
Mecklenburg	29.4	6,710	15,651
Middlesex ..	6.2	1,317	3,503
Montgomery[12]	42.3	7,730	16,970
Nansemond[13]	35.2	12,163	26,298
Nelson	15.3	2,035	5,275
New Kent .	4.0	1,001	2,811
Norfolk[14] ..	326.0	167,875	408,814
*Norfolk	182.2**	132,611	283,926
*Portsmouth	62.7**	30,250	90,178
Northampton	16.4	4,477	9,921
Northumberland	8.8	1,585	4,174
Nottoway ..	17.3	4,082	9,921
Orange	12.0	4,348	10,036
Page	14.2	2,981	7,084
Patrick	13.3	1,396	4,709
Pittsylvania[15]	117.6	37,034	83,824
Powhatan ..	4.9	610	1,686
Prince Edward	12.8	4,022	8,955
Prince George[16]	20.7	4,786	11,520
Princess Anne	26.6	5,566	12,136
Prince William .	15.9	4,729	10,516
Pulaski	28.2	6,065	12,748
Rappahannock	6.4	735	2,095
Richmond ..	6.0	1,288	3,035
Roanoke[17] ..	110.7	61,995	129,622
*Roanoke .	73.0	56,715	97,399
Rockbridge[18]	25.7	7,331	16,677
Rockingham[19]	40.1	17,347	36,841
Russell	24.1	3,187	7,775
Scott	25.8	2,703	6,753
Shenandoah	19.8	4,898	11,778
Smyth	26.6	5,150	12,157
Southampton	25.5	5,442	11,975
Spotsylvania[20]	21.8	12,757	27,282
Stafford	8.7	662	1,982

*Independent city.

** Official OPA Book #2 Registration.

[12] Montgomery County combined with Radford (independent city)
[13] Nansemond County combined with Suffolk (independent city)
[14] Norfolk County combined with Norfolk, South Norfolk and Portsmouth (independent cities)
[15] Pittsylvania County combined with Danville (independent city)
[16] Prince George County combined with Hopewell (independent city)
[17] Roanoke County combined with Roanoke (independent city)
[18] Rockbridge County combined with Buena Vista (independent city)
[19] Rockingham County combined with Harrisonburg (independent city)
[20] Spotsylvania County combined with Fredericksburg (independent city)



Puget Sound area is famous for big, fighting King Salmon . . . and for big, easy-to-get SALES!



66.57% OF WASHINGTON STATE'S DOLLARS ARE

Spent in Your Pool

WITHIN 50 MILES OF OUR TRANSMITTER

WHEN YOU GO FISHING, you go where you know the big fish are! When you're out for *sales* don't overlook the KOMO-KJR area in Washington State. It is one of the "hottest" spots in America today—with an amazingly brilliant future! Sales Management Survey of Buying Power says 66.57% of the State's effective buying income is concentrated in this 50-mile "pool" which includes Seattle and Tacoma... covered intensively by KOMO-KJR.

TODAY—$1,454 per capita is the effective buying income in this area as reported by Sales Management . . . far above the national average.

TOMORROW—Post-war development of Alaska, Russia, China and a wealth of natural resources point to a brilliant future for this area.

KOMO KJR
NBC BLUE NETWORK
TOTEM BROADCASTERS
SEATTLE, WASH.

EDWARD PETRY & CO.
NEW YORK, CHICAGO, DETROIT, ST. LOUIS, LOS ANGELES, SAN FRANCISCO

PAUL H. RAYMER
CHICAGO, NEW YORK, SAN FRANCISCO, LOS ANGELES

A "HIGH SPOT" CITY AMONG PRESENT AND POST-WAR MARKETS!

Train Your Sights on Madison!

Now's the Time to Develop the Madison-Dane County Metropolitan Area of 136,500 People



New Facts ABOUT MADISON

For complete market details write for a copy of "Summary of The Growth of The Madison, Wisconsin Market" or call our National representatives.

● Population

A breakdown of ration registration figures reveals that 103,000 of Dane County's 136,500 people live within 5 miles of downtown Madison. Madison trading area population now exceeds 325,000.

● Industrial Payrolls

1943 up 184.9% from 1940!

The average wage per person in industry during 1943 is $41.16 — 39% greater than 1939. Total 1943 Industrial payroll will exceed $20,000,000.

It is estimated that 40,000 employed people in government, business and industry earned more than $80,000,000 in Madison during 1942.

● Retail Sales (S-M Figures)

Dane County — $80,094,000 — 12 months ending 9/30/43 — Up $7,611,000 over 1942 calendar year.

Madison — $63,516,000 — 12 months ending 9/30/43 — Up $6,191,000 over 1942 calendar year.

● 100% Newspaper Coverage

ABC reports for 9 months period ending March 31, 1943 show gross distribution for The Capital Times and Wisconsin State Journal for March 25, 1943 in Dane County to be 36,596 daily. There were 35,372 occupied dwelling units in Dane County for the same period.

The MADISON NEWSPAPERS

THE CAPITAL TIMES — THE WISCONSIN STATE JOURNAL

Serving and Selling 325,000 People in the Heart of Prosperous Southern Wisconsin

National Representative — NOEE, ROTHENBURG & JANN, INC.

VIRGINIA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Surry	5.4	825	2,028
Sussex	12.3	2,298	5,275
Tazwell	42.4	10,224	22,757
Warren	11.3	4,669	8,369
Warwick[21]	80.2	55,821	135,605
*Newport News	62.0	50,250	108,480
Washington[22]	48.7	13,412	29,932
Westmoreland	9.0	1,748	4,531
Wise	50.2	11,155	24,621
Wythe	21.8	5,309	11,656
York	10.6	1,323	3,491
State Total	2841.9	1,026,831	2,309,870

WASHINGTON

Adams	5.0	4,471	7,047
Asotin	7.4	2,266	4,058
Benton	10.8	4,991	8,507
Chelan	31.3	29,556	40,749
Clallam	21.0	14,401	20,614
Clark	83.2	38,394	55,225
Columbia	4.3	2,606	4,936
Cowlitz	41.3	29,010	44,132
Douglas	2.9	1,689	2,145
Ferry	3.6	1,353	2,133
Franklin	6.9	4,973	7,422
Garfield	2.6	2,067	3,699
Grant	6.8	8,182	11,484
Grays Harbor	46.4	39,951	60,690
Island	5.9	2,383	2,991
Jefferson	8.1	4,296	7,408
King	616.0	502,009	1,269,375
Seattle	485.0	446,781	1,067,506
Kitsap	87.0	34,605	53,906
Kittitas	16.7	13,923	19,733
Klickitat	8.9	5,465	8,108
Lewis	34.8	22,863	32,072
Lincoln	9.2	7,739	12,871
Mason	13.0	6,653	11,134
Okanogan	18.1	12,617	16,983
Pacific	12.3	8,861	14,414
Pend Oreille	5.3	3,152	4,821
Pierce	206.3	150,828	378,105
Tacoma	138.0	130,180	267,940
San Juan	2.4	1,156	2,147
Skagit	33.9	22,647	32,673
Skamania	3.4	1,296	2,177
Snohomish	90.2	60,205	87,322
Spokane	171.3	143,266	368,028
Spokane	150.0	128,976	325,556
Stevens	15.5	7,212	12,011
Thurston	38.3	30,098	44,469
Wahkiakum	3.2	1,369	2,560
Walla Walla	28.0	23,952	35,402
Whatcom	59.9	46,055	66,277
Whitman	24.3	18,777	28,422
Yakima	85.7	66,945	96,486
State Total	1871.2	1,382,282	2,882,736

WEST VIRGINIA

Barbour	17.6	2,664	7,489
Berkeley	26.3	8,693	19,824
Boone	24.1	4,711	11,145
Braxton	17.8	2,337	6,768
Brooke	24.0	5,648	15,448
Cabell	94.5	49,291	113,047
*Huntington	82.1	48,248	103,909
Calhoun	9.9	1,188	3,021
Clay	17.3	2,137	5,141
Doddridge	8.7	1,269	4,076
Fayette	68.9	20,448	45,051
Gilmer	9.9	958	2,618
Grant	7.8	1,484	3,732
Greenbrier	34.9	8,213	18,732
Hampshire	11.8	1,960	4,838
Hancock	30.7	8,654	22,493
Hardy	9.3	1,345	3,313
Harrison	75.4	26,538	68,969
Jackson	15.1	2,217	6,529
Jefferson	15.5	3,356	8,604

* Independent City.

[21] Warwick County combined with Newport News (independent city)

[22] Washington County combined with Bristol (independent city)

WEST VIRGINIA—(cont'd.)

County-City	OPA #2 Reg. 4/1/43	Retail Sales Yr. 9/30 SM Est.	Eff. Buy. Income Yr. 9/30 SM Est.
	In Thousands		
Kanawha ...	215.6	103,152	239,201
Charleston	71.3	74,269	105,044
Lewis	17.7	4,269	11,058
Lincoln	18.1	1,757	4,350
Logan	63.2	18,402	42,483
McDowell .	96.3	27,804	58,915
Marion	66.1	22,175	57,028
Marshall ...	35.5	7,090	17,706
Mason	22.5	2,646	7,474
Mercer	64.6	21,463	58,872
Mineral ...	21.1	4,625	10,729
Mingo	43.0	11,509	27,881
Monongalia.	53.0	16,613	41,399
Monroe	12.0	1,373	3,677
Morgan	8.0	1,237	3,345
Nicholas ...	19.5	2,670	7,211
Ohio	67.1	47,481	95,468
Wheeling .	63.0	45,581	90,725
Pendleton ..	9.5	1,171	2,928
Pleasants ...	5.7	1,485	3,834
Pocahontas .	12.3	2,292	6,411
Preston	23.9	4,178	10,734
Putnam	17.5	2,795	6,539
Raleigh	89.3	27,501	62,430
Randolph ..	27.7	7,693	17,286
Ritchie	12.6	2,286	6,203
Roane	16.4	2,726	7,110
Summers ...	18.0	3,440	7,557
Taylor	17.8	4,202	11,083
Tucker	11.0	2,193	6,344
Tyler	10.2	2,417	6,962
Upshur	16.5	3,218	7,029
Wayne	32.2	3,085	9,081
*Huntington	82.1	48,248	103,909
Webster ...	16.5	2,551	6,005
Wetzel	20.3	4,426	11,672
Wirt	5.3	551	1,593
Wood	57.3	23,620	61,080
Wyoming ..	30.4	6,394	15,408
State Total	1793.2	555,601	1,324,924

* Huntington is in Cabell & Wayne counties.

WISCONSIN

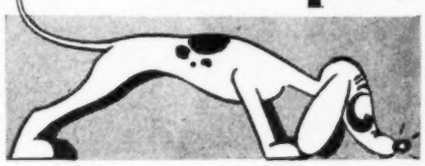
Adams	6.6	1,278	2,821
Ashland ...	17.9	8,544	16,409
Barron	30.8	12,268	23,944
Bayfield	12.6	3,549	7,364
Brown	82.8	49,656	105,888
Green Bay .	46.0	39,041	64,617
Buffalo	14.0	3,939	8,456
Burnett	9.2	2,194	4,192
Calumet ...	15.7	5,378	11,364
Chippewa ..	35.6	13,885	26,691
Clark	29.7	9,310	19,920
Columbia ..	32.4	14,596	26,654
Crawford ..	15.7	4,290	8,222
Dane	136.5	80,094	154,554
Madison ..	73.0	63,516	106,523
Dodge	45.7	17,065	35,174
Door	21.2	8,335	16,088
Douglas ...	44.7	26,508	63,016
Superior ..	41.0	24,910	57,981
Dunn	24.0	7,617	15,565
Eau Claire .	45.8	24,811	46,843
Florence ...	3.2	786	1,457
Fond du Lac	57.7	27,943	55,225
Forest	8.8	2,560	4,918
Grant	37.3	14,348	27,560
Green	21.2	11,023	21,486
Green Lake .	13.0	5,931	12,403
Iowa	17.2	4,972	10,499
Iron	8.5	3,006	5,664
Jackson	14.0	4,449	8,902
Jefferson ...	38.4	19,297	38,646
Juneau	17.1	5,598	11,896
Kenosha ...	62.7	30,210	65,277
Kewaunee ..	16.0	4,806	9,961
La Crosse ..	57.2	32,287	67,075
La Crosse .	45.0	28,943	53,019
Lafayette ...	17.5	5,931	12,776
Langlade ...	19.8	9,713	19,580
Lincoln	19.5	7,292	14,176
Manitowac .	63.4	31,880	77,820
Manitowoc.	28.5	21,759	36,463
Marathon ..	71.7	26,723	53,404
Marinette ..	32.1	12,883	24,851
Marquette ..	8.1	2,494	5,300
Milwaukee .	777.8	447,794	1,080,381
Milwaukee.	620.0	426,022	975,692
Monroe ...	30.1	10,407	20,345
Oconto	22.2	5,890	11,217
Oneida	15.7	9,102	16,222
Outagamie .	67.6	33,153	66,234
Ozaukee ...	19.1	8,321	16,448
Pepin	7.4	2,693	5,661
Pierce	19.6	7,303	14,452
Polk	22.8	7,613	15,569
Portage	29.6	11,557	24,055
Price	15.1	5,560	10,564
Racine	92.1	46,219	96,471
Richland ...	19.1	5,686	12,169
Rock	80.0	41,850	86,561
Rusk	15.0	4,971	9,471
St. Croix ...	22.2	8,318	17,065
Sauk	36.4	14,576	28,553
Sawyer	8.8	3,157	6,088
Shawano ...	28.9	8,575	16,480
Sheboygan ..	71.9	38,203	88,577
Sheboygan .	43.1	35,616	59,712
Taylor	17.3	4,374	9,361
Trempealeau	23.1	7,367	15,488
Vernon	26.6	7,248	15,157
Vilas	6.5	3,929	6,442
Walworth ..	31.9	18,193	32,571
Washburn ..	10.0	3,548	6,889
Washington	27.8	10,825	23,536
Waukesha ..	64.4	27,812	56,335
Waupaca ...	32.6	13,087	28,071
Waushara ..	12.0	3,719	7,590
Winnebago .	77.9	38,813	82,162
Wood	42.5	18,851	35,994
State Total	2999.3	1,436,163	3,104,220

WYOMING

Albany	13.0	8,493	16,737
Big Horn ..	10.4	4,443	8,587
Campbell ..	4.8	2,634	5,553
Carbon	13.1	8,529	17,240
Converse ...	5.7	3,556	6,341
Crook	4.4	1,365	2,982
Freemont ..	12.6	5,888	11,558
Goshen	10.3	3,891	7,906
Hot Springs	3.6	2,110	4,152
Johnson ...	3.8	2,029	4,284
Laramie	34.9	24,959	51,696
Cheyenne .	33.0	24,087	49,982
Lincoln	8.4	3,701	7,697
Natrona ...	21.8	18,340	33,707
Niobrara ...	4.3	3,039	5,173
Park	9.5	6,044	11,082
Platte	7.3	3,468	7,058
Sheridan ...	15.1	10,082	17,996
Sublette	1.8	850	1,830
Sweetwater .	20.6	11,890	22,390
Teton	1.6	1,028	1,884
Uinta	6.3	3,390	6,648
Washakie ..	4.5	2,745	5,191
Weston	4.1	2,160	4,581
*Yellowstone National Park	.2	601	130
State Total	222.1	135,235	262,403

* Includes part located in Montana.

Tips



THE NEWARK ESSEX COUNTY MARKET

. . . *accounts for*

24.8%

of New Jersey's TOTAL Retail Sales!

TURN NOW TO:

a. The NEW JERSEY section of this book, page 119.

b. The NEWARK EVENING NEWS ad on page 4.

INDEX TO ADVERTISERS

Most of the advertisers in this issue have supplied facts and figures on their markets and services which add to and strengthen the information given on population, retail sales and Effective Buying Income in the editorial pages.

This index, arranged by national, regional and local advertisers, is designed to aid subscribers in getting the *complete* picture of markets, today and post-war.

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